THE WARREN P. WILLIAMSON, JR. COLLEGE OF BUSINESS ADMINISTRATION

Kelly Wilkinson, Dean
(330) 941-3065

Dean's Welcome
Excellence through engagement drives the programs and activities of the Williamson College of Business Administration.

Our mission is to prepare business professionals and leaders, conduct research with impact and support the economic development of our region. To that end, we provide rigorous academic preparation for our undergraduate and MBA students, focus on the leadership skills and professional development of our students, and capitalize on our strategic partnerships with the business community.

The high quality of our students, faculty and staff, programs and opportunities available to our students is recognized by our accreditation by AACSB International—The Association to Advance Collegiate Schools of Business (https://www.aacsb.edu/). Students in the WCBA deserve the best, and AACSB accreditation is the external recognition that they are getting the best!

Successful business students develop a strong portfolio of knowledge, skills and experiences that position them for success in college and in their careers. Leadership activities, internships, strong academic performance, global learning experiences, community service and professional orientation are all components of the professional portfolio.

We are proud to offer a variety of academic programs and services in the college that support our students in achieving their career goals. I look forward to the opportunity to discuss the Williamson College of Business Administration with you. Whether you are a current student, prospective student, parent, alumnus or business professional, I hope you will feel free to contact me if you have any questions or would like to explore how you can get involved with the WCBA.

With Penguin Pride,
Kelly Wilkinson, PhD

WCBA Learning Objectives
Williamson College of Business Administration graduates will be:

Knowledgeable Business Professionals
1. Students will demonstrate a multidisciplinary understanding of business concepts.

Adept Business Problem Solvers
1. Students will be able to utilize appropriate techniques to identify a business problem.
2. Students will be able to conduct analysis using evidence based methods.
3. Students will be able to make a supported recommendation intended to solve a business problem.

Professional Communicators
1. Students will be able to deliver professional business presentations.
2. Students will be able to write professional business documents.

Model Business Professionals
1. Students will exhibit professional conduct in a workplace environment.
2. Students will exhibit behaviors associated with being an effective team member.
3. Students will exhibit behaviors associated with being an effective leader.

Departments and Programs
Lariccia School of Accounting and Finance
Dr. Jeremy Schwartz, Chair, (330) 941.3076

UNDERGRADUATE MAJORS
• Accounting (BSBA)
• Finance Financial Management Track (BSBA)
• Finance Certified Financial Planner Track (BSBA)
• Business Economics (BSBA)
• Economics (BA)

MINORS
• Accounting
• Economics
• Economics with Statistics

GRADUATE DEGREES
• Master of Accountancy (MAcc)
• Master of Arts in Financial Economics
• Master of Arts in Financial Economics (online)

The Department of Management and Marketing
DR. BRUCE KEILLOR, CHAIR, (330) 941-1894

UNDERGRADUATE MAJORS
• Advertising and Public Relations (BSBA)
• Business Administration (BSBA)
• Human Resource Management (BSBA)
• Management (BSBA)
• Marketing Management Track (BSBA)
• Marketing Sales Track (BSBA)
• International Business (BSBA) (ICP)

MINORS
• Advertising and Public Relations
• Business (non-business majors)
• Employee Relations
• Entrepreneurship
• Management
• Management Information Systems
• Marketing
• Nonprofit Leadership
• Sales

CERTIFICATES
Facilities—The Department of Communication

Facilities—The Warren P. Williamson, Jr. College of Business Administration moved into a new 110,000 square-foot, $34.3 million building in fall 2010. The College’s new home is a LEED-certified state-of-the-art facility that provides enhanced classrooms and learning spaces for students and provides a variety of places for students to study and meet with team members, friends, and the business community. The building includes:

• WCBA Student Services Center (https://ysu.edu/academics/williamson-college-business-administration/advisement/) (Academic Advisement, WCBA Scholarships, Prospective Student Visits)
• WCBA Center for Career Management (https://ysu.edu/academics/williamson-college-business-administration/internships/) (Professional Development, Employer Network, Internships)
• Faculty Offices
• Professional Sales and Business Communication Lab
• Financial Services Lab
• Gallery of Industry, Business and Entrepreneurship

Designated to link the campus with the downtown community, the building is a valuable resource for WCBA students and the regional community.

For more information, visit The Warren P. Williamson, Jr. College of Business Administration (https://ysu.edu/williamson-college-business-administration/).