

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

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*Kelly Wilkinson, Dean*

*(330) 941-3065*

## Dean's Welcome

Welcome to the Williamson College of Business Administration (WCBA). When you decide to be a part of the WCBA, you become part of a community of thought leaders and learners that want to make a difference in our world.

You and your academic and professional success are our priority. We are committed to helping you with both academic and professional preparation to ensure you are career-ready upon graduation. Rigorous coursework, engagement with the business community, applied learning, and career-related experiences all enable you to develop the knowledge, skills and experiences that support success during college and beyond. Whether interested in working in business, journalism, communication, broadcasting, government, or nonprofit organizations, you will have many opportunities to discover your passions.

Our business programs are accredited by AACSB International (<https://www.aacsb.edu/educators/accreditation/>). This accreditation recognizes the excellence of our students, faculty, staff, and curriculum. Only 5% of the business programs in the world have earned AACSB accreditation as

### Knowledgeable Business Professionals

- a. Students will demonstrate a multidisciplinary understanding of business concepts.

### Adept Business Problem Solvers

- a. Students will be able to utilize appropriate techniques to identify a business problem.
- b. Students will be able to conduct analysis using evidence based methods.
- c. Students will be able to make a supported recommendation intended to solve a business problem.

### Professional Communicators

- a. Students will be able to deliver professional business presentations.
- b. Students will be able to write professional business documents.

### Model Business Professionals

- a. Students will exhibit professional conduct in a workplace environment.
- b. Students will exhibit behaviors associated with being an effective team member.
- c. 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

- Business Administration (BSBA)
- Human Resource Management (BSBA)
- Management: Leadership Track (BSBA)
- Management: Supply Chain Track (BSBA)
- Marketing (BSBA)
- Marketing: Professional Selling Track (BSBA)

- Marketing: Advertising Track (BSBA)
- International Business (ICP) (BSBA)

#### MINORS

- Business (non-business majors)
- Entrepreneurship
- Management Information Systems
- Marketing
- Nonprofit Leadership
- Professional Selling

#### CERTIFICATES

- Enterprise Resource Planning
- Leadership
- Entrepreneurship
- Nonprofit Leadership

**THE DEPARTMENT OF COMMUNICATION  
DR. AMY CRAWFORD, CHAIR, (330)  
941-2342**

#### UNDERGRADUATE MAJORS

- Communication Studies Interpersonal/Organizational Track (BA)
- Communication Studies Media Track (BA)
- Communication Studies Persuasion Track (BA)
- Communication Studies Social Media Track (BA)
- Journalism (BA)
- Journalism Sports Information and Media Track (BA)
- Journalism Broadcast and Digital Media Track (BA)
- Telecommunication Studies Media Arts Track (BA)
- Telecommunication Studies Sports Broadcasting Track (BA)

#### MINORS

- Communicating in Diverse Organizations Minor
- Communication Studies Minor
- Journalism Minor
- Interpersonal Communication Minor
- Social Media Campaigns Minor
- Magazine and Specialty Reporting Minor
- Sports Information Minor
- Telecommunication Studies Minor

#### GRADUATE DEGREE

- Master of Arts in Professional Communication

#### GRADUATE CERTIFICATE

- Instructional Communication Graduate Certificate

### ASSOCIATE DEGREES

- Associate of Arts in Business Administration (AABA)
- Associate of Technical Study in Business Technology (ATS)

## Facilities-Williamson Hall

The Williamson 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
- 14 Classrooms
- Team Rooms
- Conference Center and Executive Board Room
- 200-seat Auditorium
- Ohio Small Business Development Center, Export Assistance Network, Procurement Technical Assistance Center, Center for Excellence in International Business, Center for Nonprofit Leadership and the Center for Entrepreneurship

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

## Facilities-The Department of Communication

- CONNEX Lab
- TV Studio
- Rookery Radio

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