

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

Christina Saenger, Interim Dean

(330) 941-3065

## Dean's Welcome

Welcome to the Williamson College of Business Administration at Youngstown State University.

In the WCBA, the core of our mission is direct and meaningful: to prepare our students to become career-ready professionals ready to make an impact on their organizations and communities

We focus on providing quality, affordable learning experiences that engage our students in high-impact opportunities, including internships, global experiences, and earning industry-recognized certifications. From your first semester through graduation, we involve you in professionally relevant activities that help you build the connections that support your career goals.

You'll find that our faculty are not only accomplished teachers and researchers, but also mentors who are deeply invested in your growth. Our staff are equally dedicated to your success, guiding and supporting you on your journey from the classroom to your career goals. And through strong connections with employers and community organizations, we help you translate what you learn into practical experience and meaningful career opportunities.

Everything we do is designed to help you develop the knowledge, skills, and confidence to reach your professional aspirations and build the career you envision. We are proud of our culture of collaboration, student-centered support, and commitment to access and opportunity. Our dedication to excellence is affirmed in our accreditation by AACSB International (<https://www.aacsb.edu/educators/accreditation/>), achieved by just 6% of institutions worldwide. The WCBA is a place where ambition meets opportunity — and where our goal is to equip every student to create meaningful impact in their career and life.

Committed to your success, Christina Saenger, PhD Interim Dean  
Williamson College of Business Administration Youngstown State  
University

## WCBA BSBA Competency Goals

Williamson College of Business Administration BSBA graduates will be:

### Knowledgeable Business Professionals

1.1 Students will demonstrate a multidisciplinary understanding of business concepts.

### Adept Business Problem Solvers

2.1 Students will be able to utilize appropriate techniques to identify a business problem.

2.2 Students will be able to conduct analysis using evidence-based methods.

2.3 Students will be able to make a supported recommendation intended to solve a business problem.

### Professional Communicators

3.1 Students will be able to deliver professional business presentations.

3.2 Students will be able to write professional business documents.

## Model Business Professionals

4.1 Students will exhibit professional conduct in a workplace environment.

4.2 Students will exhibit behaviors associated with being an effective team member.

4.3 Students will exhibit ownership of their career and professional development.

## Departments and Programs

### Lariccia School of Accounting and Finance

DR. JEREMY SCHWARTZ, CHAIR, (330) 941-3076

#### UNDERGRADUATE MAJORS

- Accounting (BSBA)
- Finance: Certified Financial Planner Concentration (BSBA)
- Finance: Financial Management Concentration (BSBA)
- Business Analytics and Economics (BSBA)

#### MINORS

- Accounting
- Economics
- Economics with Statistics
- Finance

## The Department of Management and Marketing

DR. BRUCE KEILLOR, CHAIR, (330) 941-1894

#### UNDERGRADUATE MAJORS

- Business Administration (BSBA)
- Human Resource Management (BSBA)
- Management (BSBA)
- Management: Supply Chain Concentration (BSBA)
- Marketing (BSBA)
- Marketing: Professional Selling Concentration (BSBA)
- International Business (ICP) (BSBA)

#### MINORS

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

#### CERTIFICATES

- Business Analytics
- Digital Marketing Strategy
- Enterprise Resource Planning (ERP)
- Leadership
- Nonprofit Leadership

#### ASSOCIATE DEGREES

- Associate of Arts in Business Administration (AABA)
- Associate of Applied Business in Accounting (AAB)
- Associate of Applied Business in Business Management (AAB)

## Facilities - Williamson Hall

One of the newest buildings on campus, the Williamson College of Business Administration's 110,000 square-foot, \$34.3 million space is a LEED-certified, contemporary facility that serves as the southern gateway to the YSU campus.

The WCBA provides state-of-the-art classrooms and learning spaces for students, and 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
- Financial Services Lab
- Jocelyne Kollay Linsalata Gallery of Industry, Business and Entrepreneurship
- Weir Atrium
- 15 Technology-Enhanced Classrooms
- 8 Study Lounge/Team Rooms
- Conference Center and Executive Board Room
- 200-seat Auditorium
- Ohio Small Business Development Center, SBDC Export Assistance Network, Ohio Apex Accelerator, Center for Excellence in International Business, Center for Nonprofit Leadership, and 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.

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