

# The Warren P. Williamson, Jr. College of Business Administration

*Betty Jo Licata, Dean*



The mission of the WCBA is to prepare undergraduate and MBA students for productive and fulfilling careers as leaders in business, government, nonprofit organizations, and society. Our programs emphasize a student-centered, teaching/learning process with a focus on the application of theory to practice and the intellectual and professional development of our students. We engage in faculty scholarship that influences management/practice and enhances the teaching/learning process.

Our students, faculty, and staff contribute to economic development of the university, profession, and region. Internships, business projects, guest speakers, and community service projects are a few of the important ways in which our students enhance their learning experiences.

A YSU business degree provides graduates with the mobility to pursue challenges and opportunities within the region, across the country, and around the world. Our students' rigorous academic preparation in an internationally accredited program, combined with leadership and professional development experiences, enable them to excel in college and be competitive in the job market upon graduation.

### Accreditation

The Williamson College of Business Administration's bachelor's and master's programs are fully accredited by the AACSB International—The Association to Advance Collegiate Schools of Business, the premier accrediting agency for programs in business administration. Fewer than 30% of business programs in the U.S. have AACSB accreditation.

### Degrees

The Williamson College of Business Administration offers courses leading to the Bachelor of Science in Business Administration degree, with a major in accounting, advertising and public relations, business economics, finance, general administration, human resource management, international business, management information systems, and marketing management.

The WCBA also offers an Associate in Labor Studies, Associate in Arts in Business Administration, and Associate in Technology Study. At the graduate level, the WCBA offers the Master of Business Administration (MBA) degree.

### Goals

The business curriculum is designed to provide all majors with a strong foundation in the general areas of business, as well as an opportunity for specialized study. In addition to the business core courses and the major courses, students must complete the University's general education requirements. Students working toward the Bachelor of Science in Business Administration will develop the following competencies in order to become successful leaders in their fields:

#### BUSINESS PROFESSIONAL SKILLS

##### Analytical Skills

The ability to organize and manipulate quantitative and qualitative data for business problem solving.

##### Information Management

An ability to seek, interpret, validate, and apply both current and innovative information sources and technology.

##### Communications

The ability to communicate effectively in a professional context.

##### Leadership and Interpersonal Skills

The ability to lead and form/maintain/grow effective professional relationships with diverse others.

#### BUSINESS PROFESSIONAL BEHAVIORS

##### Ethics & Social Responsibility

An understanding and appreciation of the importance of ethical conduct in business and responsibility to multiple stakeholders in society.

##### Business Professionalism

An understanding and appreciation of the behaviors, traits and characteristics of successful business professionals.

##### Entrepreneurship

An understanding and appreciation for the attitudes and skills required for the creation of new ventures

#### BUSINESS PROFESSIONAL KNOWLEDGE

##### Accounting

An understanding of financial statements and their use in decision-making.

##### Finance

An understanding of the relationship between risk and return, time value of money, and pro forma analysis to enable decision-making.

##### Marketing

An understanding of customer needs and the process of developing, pricing, distributing and promoting products and services that provide customer value.

##### Management

An understanding of the management function and the skills required of managers. Students will also understand the impact of human resource management and management information systems on the success of an organization.

##### Operations

An understanding of the process of creating value through the production of goods or services

Students should have a knowledge and understanding of:

##### Global Business Environment

An understanding of the multiple and pervasive environmental factors affecting the international operations of firms.

##### Strategic Management

A fundamental understanding of how and why some firms achieve and sustain superior performance while others fail.

## Individualized Curriculum Program

Students seeking more specialization in a learning program may investigate and apply for an Individualized Curriculum Program (ICP). This program enables interested students to design the course of study best suited to their particular background and career goals and thereby create alternative pathways to currently offered degrees.

## ICP in International Business

Students interested in careers in international business may pursue the Individualized Curriculum Program in international business. This program consists of general education requirements, business core courses, and courses such as international marketing, international management, international trade, and international finance. Students are also required to complete a functional specialization in accounting and finance, management, or marketing, and a foreign language sequence.

## Honor Societies

The Williamson College of Business Administration recognizes students' outstanding academic performance through initiation into Beta Gamma Sigma, the national honor society for AACSB International-accredited business schools. Students who qualify for Beta Gamma Sigma are inducted in the spring of each year. To be eligible, students must be in the upper 10 percent of the junior class, the upper 10 percent of the senior class, or the upper 20 percent of the graduating master's class.

Qualified business students are also eligible for membership in Phi Kappa Phi, a national honor society that recognizes superior scholarship in all academic fields, and Beta Alpha Psi, the national honors fraternity for accounting, finance, and information systems majors who have completed one upper level course, have a 3.0 accounting, finance or information systems GPA, and have a 3.0 overall GPA.

## The Center for Nonprofit Leadership

The Center for Nonprofit Leadership is housed in the Williamson College of Business Administration and offers a nationally recognized certificate from American Humanics. The Certificate is geared to any YSU student seeking a four-year degree who is interested in an entry-level position in a nonprofit organization or who wants to learn more about nonprofit organizations and give back to the community.

Critical to the success of the Center is the Center for Nonprofit Leadership Community Council. The Council consists of nonprofit executives, business leaders involved in the community, University personnel, and the president of the Students for Nonprofit Leadership organization. The Council

provides guidance to the Center about curriculum, internships, and promotion. A YSU Faculty/Staff Council was formed to help expand the curricular requirements and promote the Center among students.

## Williamson Center for International Business

The Williamson Center for International Business is a resource for students, faculty, and the regional business community. Located in Williamson Hall, the Center provides a focal point for activities related to global business. The Center's primary goals are to integrate global business issues into the business curriculum, to promote international business expansion by area firms through cooperative work with YSU, and to expand international exchange opportunities in business schools.

International Study tours are a critical component of our business students education. Each year students earn academic credit by participating in various international business experiences to countries such as China, Turkey, United Kingdom, Brazil, and Italy.

## The Nathan H. and Frances T. Monus Entrepreneurship Center

The goal of the Nathan H. and Frances T. Monus Entrepreneurship Center is to spur economic development in the Mahoning Valley. To achieve this goal, the center concentrates its efforts in three major areas. The primary goal of the center is the development of entrepreneurship initiatives and programs, both undergraduate and graduate, within the Williamson College of Business Administration. The center has developed a "Certificate in Entrepreneurship" that assists students with transforming marketable ideas into start-up businesses and emerging entrepreneurial ventures.

A secondary aim is to communicate the entrepreneurship theme throughout the community. This is accomplished by hosting entrepreneurship programs for students in grades 6-12 and adults interested in entrepreneurship. Lastly, the Center acts as an entrepreneurship resource center for the University community.

## The Ohio Small Business Development Center at Youngstown State University

The Ohio Small Business Development Center (SBDC) at YSU is an important part of the Williamson College of Business Administration. The SBDC helps entrepreneurs realize their goals of business ownership and expansion. The SBDC assists existing businesses in developing and retaining their competitive advantages. Counseling, training, research, technology transfer, and export assistance are offered

in the start-up, operation, and expansion of small to mid-size businesses. Emphasis is placed on the use of strategic business planning and basic principles of enterprise development. The SBDC serves clients in Ashtabula, Mahoning, and Trumbull counties, with offices in Youngstown, Warren, Jefferson, and Ashtabula.

The SBDC is partially funded by the Ohio Department of Development and the U.S. Small Business Administration and is one of over 950 such centers in the United States.

WCBA students are involved with the SBDC through class projects, independent studies, and internships. Collaboration between the SBDC and the WCBA provides a great benefit for students, faculty, and small businesses.

## Beyond the Classroom

An important dimension of a student's preparation is the learning that takes place beyond the classroom. In the WCBA, opportunities for leadership development, networking, and professional enhancement are extensive.

Student chapters of national professional organizations provide an excellent means for students to develop leadership skills, network with professionals in their chosen career fields, and increase their exposure to the business world. WCBA organizations are actively involved in public service such as the Voluntary Income Tax Assistance (VITA) program, and Dare to Care Day; national competitions; and fund raising activities.

Students are also involved in the WCBA through the Student Leadership Council which is composed of 25 WCBA students. These students, who meet monthly with the dean, serve as representatives of the WCBA student body and as ambassadors for the College.

Through the Williamson Symposium Series, and the Executive in Residence Program, students are able to interact with business people who are leaders in their fields. These programs provide a forum for the exchange of ideas and give an added dimension to the education of our students.

Rigorous academic preparation, career-related work experience, and involvement in activities beyond the classroom create a valuable combination that positions business majors for success in the business world.

## Professional Practice Program

In addition to broad academic training through the WCBA degree programs, students can acquire professional experience through the Professional Practice Program. Internships and cooperative education programs are designed to benefit both students and sponsoring organizations. Participating students have the opportunity to supplement their classroom learning with actual hands-on business experience.

With hundreds of applications for every job opening, today's graduates cannot rely on their college degrees alone to acquire the positions they desire. Most employers spend less than 30 seconds scanning a resume. They look for key words like "internship" and "cooperative education" in addition to the college degree when determining which students to interview for full-time professional positions. Many employers will not hire anyone who does not have internship or co-op experience prior to graduation.

Through internships and cooperative education, students can earn academic credit toward their degrees and, in most cases, be paid for their work. Students work for public accounting firms, state and local government, public relations firms, Fortune 500 corporations, marketing agencies, brokerage firms, banks, investments groups, nonprofit agencies, and retail establishments.

To be eligible for internship positions, students must have a minimum 2.50 grade point average, sophomore standing, completed prerequisites in their major beyond the core, and meet the requirements of the sponsoring organization. Internships are typically fifteen weeks in length or a minimum of 225 hours. Cooperative education (co-op) students work for one employer a minimum of two semesters before graduation.

To prepare students for their internships, the Professional Practice Program offers workshops, such as internship orientation/debrief sessions, resume writing, interviewing techniques, networking, targeted career search, business and dining etiquette, and a professional development course.

The program also offers an Interview Day during the fall and spring semesters for students to interview with employers for employment opportunities. Both students and employers register online with our resume retrieval/job search database to schedule interviews. Additional information concerning programs and sponsoring organizations is available from the WCBA Office of Professional Practice located in the WCBA Undergraduate Advisement Center.

## Career Services

YSU maintains an Office of Career Services to help students plan and explore careers, aid them in resume and letter-writing and help them prepare for job interviews and placement. Job openings are posted on their PenguinLink online system for current students and alumni. These include full- and part-time, seasonal and summer employment opportunities. Several hundred corporations, businesses, schools, agencies and government units visit Career Services each year to interview students and alumni. The Office of Career Services also sponsors Job Expos during the spring and fall semesters. A Career Services placement coordinator focuses on assisting business majors with their professional job search plans and has an office in Undergraduate Student Services.

## Facilities

The Williamson College of Business Administration will be moving into a new 110,000 square-foot, \$34.3 million building in fall 2010. The College's new home will be a state-of-the-art facility that provides technology-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 will include 14 classrooms, faculty offices, the Center for Undergraduate Student Services, a financial services lab, professional sales lab, computer labs, team rooms, student organizations office, a café, student entrepreneurship lab, auditorium, conference center, and outreach centers. Designed to link the campus with the downtown community, the new building will be a valuable resource not only for WCBA students but also for the regional community.

## Courses of Instruction and Curricula

Course descriptions can be found in a separate section in the back of this *Bulletin*.

Each student is charged with the responsibility of checking the catalog for prerequisites for each course he or she wishes to take. This will ensure minimum changes of registration on the student's behalf and will alleviate many problems associated with scheduling.

## Requirements for the Major

The courses required for the various majors are listed by each department. The combined major, advertising and public relations, is described in the Department of Marketing listings. The combined major in general administration is described in the Department of Management listings.

## Requirements for Pre-Business Admission to Baccalaureate Program

### New Applicants

First-semester freshmen who are admitted to Youngstown State University will be accepted into the Williamson College of Business Administration as pre-business majors.

Transfer students both within and outside of Youngstown State University must have a minimum grade point average of 2.00 to transfer into the WCBA as a pre-business major.

Satisfactory progress toward the completion of the pre-business course requirements must be made before the completion of 33 semester hours of course work in order to retain pre-business status in the WCBA. Students who have not made satisfactory

progress within this period of time must consider transferring to another college within the University. An advisor is available for consultation regarding other majors within the University.

## Upper-Division Requirements/Declared Business Major

Upon the completion of 63 semester hours of course work (inclusive of Writing 1551, Mathematics 1552, Economics 2610, 2630, 3790, and Accounting 2602, 2603 with grades of "C" or better), students who wish to be considered for upper-division standing in the WCBA must apply with an academic advisor in Room 408 of Williamson Hall. Students must have a 2.5 cumulative grade point average to be admitted to upper-division standing.

Students are restricted from registering for most upper-division business courses until a major has been declared.

## Requirements for the Degree

### Business 1500

Exploring Business (BUS 1500) is the cornerstone of the business curriculum. All WCBA degrees require the Business 1500 course. The goals of this course are to begin to prepare students for success both academically and in their professional careers and to provide an overview of business. The course introduces students to the various functions of business such as accounting, finance, human resources, management information systems, international business, marketing, and management.

Each student in Business 1500 is required to complete FOCUS, a program that assesses student interests and suggests potential careers. The course culminates with the Business Plan project where students are required to develop a plan for a new business. At the end of the semester, students are invited to enter a college-wide Business Plan competition.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The student has the responsibility for seeing that all graduation requirements for the degree are satisfied. For the Bachelor of Science Degree in Business Administration, these are:

Courses and other requirements of the University. These are explained in the Academic Policies and Procedures section, and are listed below.

The curricula leading to a degree in business require a minimum of 124 semester hours. This degree may be earned in eight semesters if students average 16 hours per semester.

Admission to Pre-Business does not guarantee admission to upper-division status with a major in business.

The student whose needs are not completely met by existing programs may wish to investigate and apply for the Individualized Curriculum Program. See the Academic Policies and Procedures section.

ROTC students are permitted specific modifications of the requirement as explained in the Academic Policies and Procedures section.

## Pre-Business Course Requirements

### FIRST YEAR

Course	s.h.
ENGL 1550 Writing I.....	3
ENGL 1551 Writing II.....	3
BUS 1500 Exploring Business.....	3
MATH 1552 Applied Math for Mgt.....	4
ECON 2610 Principles I.....	3
ECON 2630 Principles II.....	3
General Education Requirements.....	9

### SECOND YEAR

Course	s.h.
ACCT 2602 Financial Accounting.....	3
ACCT 2603 Managerial Accounting.....	3
MGT 2604 Legal Environment of Business I.....	3
ECON 3790 Business & Econ Stat.....	5
CMST 1545 Comm Foundations.....	3
PHIL 2625 Intro to Professional Ethics.....	3
PSYC 1560 General Psychology.....	3
General Education Requirements.....	6
Lab Science.....	4

WCBA tool courses and English 1551 must be completed with a grade of "C" or better and student must possess an overall GPA of 2.5 or higher before core course permits are issued. CR/NC options may not be used in tool, core, and major courses.

A grade of "C" or better must be earned in all courses taken in the core, major and business electives.

## Upper-Division Requirements/ Declared Major

### THIRD YEAR

Course	s.h.
<sup>++</sup> FIN 3720 Business Finance.....	3
<sup>++</sup> MGT 3725 Fund of Management.....	3
<sup>++</sup> MKTG 3702 Intro to Bus Professionalism (must be taken concurrently with MKTG 3703).....	1
<sup>++</sup> MKTG 3703 Mktg Concepts/Practice.....	3
<sup>++</sup> MGT 3725 Fund of Management.....	3
<sup>++</sup> MGT 3761 Info Systems for Mgt *.....	3
<sup>++</sup> MGT 3789 Operations Mgt.....	3
<sup>++</sup> FIN 4839 International Acct & Fin or	
<sup>++</sup> MGT 4890 International Business or	
<sup>++</sup> MKTG 4845 International Mkt.....	3

### FOURTH YEAR

MGT 4850 Strategic Management.....3  
**Major requirements and electives**—see academic advisors.

**Non-business electives**—semester hours vary according to major.

**Total Hours**..... **124**

<sup>++</sup>WCBA tool courses and English 1551 must be completed with a grade of "C" or better. The student must possess an overall GPA of 2.5 or higher before he or she can register for core courses.

A grade of "C" or better must be earned in all core, major, and business elective courses. CR/NC options may not be used in tool, core, and major courses.

\*Information systems requirement is met with ACCT 3709 for accounting majors.

## Other Degree Requirements

- Completion of the appropriate number of semester hours.
- Upper-division status (completion of 63 semester hours of credit; completion of all tool courses with a grade of "C" or better; application must be made in the advisors' office).
- Minimum cumulative GPA of 2.5.
- Major requirements (a grade of "C" or better must be earned in all courses taken in the major and business electives).
- Course-level requirements (completion of sixty (60) semester hours of courses must be completed at the 2000 level or higher, of which forty-eight (48) semester hours must be at the 3000 level or higher).
- At least 50 percent (62 hours) of the total degree requirements must be taken in nonbusiness courses. Up to nine hours of economics courses can be counted as nonbusiness.
- Residence requirement.
- Application for graduation.

## ASSOCIATE IN ARTS IN BUSINESS ADMINISTRATION

The Associate in Arts degree is intended for students not seeking other associate degrees. However, all courses taken in the Associate in Arts degree do apply toward the Bachelor of Science in Business Administration degree. To pursue an Associate in Arts degree, consult the Advisement Center in the College of Business Administration, Room 408 of Williamson Hall.

## Associate in Arts in Business Administration Requirements—AA Degree

### FIRST YEAR

Course	s.h.
ENGL 1550 Writing I.....	3
ENGL 1551 Writing II.....	3
*BUS 1500 Exploring Business.....	3
*MATH 1552 Applied Math for Management.....	4
*ECON 2610 Principles I.....	3
*ECON 2630 Principles II.....	3
PSYC 1560 General Psychology.....	3
General Education Requirements.....	10

### SECOND YEAR

Course	s.h.
*MGT 2604 Legal Environment of Business I.....	3
*ACCT 2602 Financial Accounting.....	3
*ACCT 2603 Managerial Accounting.....	3
*ECON 3790 Business & Econ Stat.....	5
PHIL 2625 Intro to Prof. Ethics.....	3
English Literature Elective.....	3

#### WCBA Core Courses

MGT 3725 Fund of Management.....	3
MKTG 3702 Intro to Professionalism (must be taken concurrently with MKTG 3703).....	1
MKTG 3703 Marketing Concepts/Practice.....	3

\*WCBA tool courses and English 1551 must be completed with a grade of "C" or better and an overall GPA of 2.5 or higher before core course permits are issued. CR/NC options may not be used in tool and core courses.

#### Area of Concentration (9-11 semester hours) Accounting, Finance, Management, Marketing

Proper prerequisites must be completed before registering for courses in the area of concentration. For specific courses, see curriculum for area of concentration.

**Total Hours**..... 68-70

## ASSOCIATE IN LABOR STUDIES

### Course Requirements

#### FIRST YEAR

Course	s.h.
ENGL 1550 Writing I.....	3
ENGL 1551 Writing II.....	3
*BUS 1500 Exploring Business.....	3
*MATH 1552 Applied Math for Management.....	4
*ECON 2610 Principles I.....	3
*ECON 2630 Principles II.....	3
General Psychology.....	3
General Education Requirements.....	7

#### SECOND YEAR

Course	s.h.
*MGT 2604 Legal Environment of Business I.....	3
*ACCT 2602 Financial Accounting.....	3

*ACCT 2603 Managerial Accounting.....	3
*ECON 3790 Business & Econ Stat.....	5
English Literature Elective.....	3
General Education Requirements.....	3

#### WCBA Core Course

MGT 3725 Fund of Management.....	3
Labor Studies Concentration.....	17
(For specific courses, see curriculum.)	

**Total Hours**..... 69

\*Business tool courses and English 1551 must be completed with a grade of "C" or better, and an overall GPA of 2.5 or higher is required to enroll in Business Core courses.

## ASSOCIATE OF TECHNICAL STUDY—BUSINESS TECHNOLOGY

The Associate of Technical Study—Business Technology program is designed to provide an opportunity for individuals who have completed documented vocational or technical training to earn academic credit for the training and combine this with academic coursework at the college level to earn an Associate of Technical Study degree. The general goal of the program is to increase the knowledge and skill level of the individuals in the program.

This program enables individuals to expand their knowledge and skill base, and consequently expand the job and career opportunities that are available to them.

Students come to the ATS program in one of two ways: (1) students may either be enrolled in or have successfully completed a course of technical training that has already been evaluated by YSU and the WCBA for academic credit; or (2) on an individual basis with documentation of technical training that requires assessment by the university regarding number of credit hours that will be awarded. Students may be awarded no more than 30 hours for previous documented technical training.

Currently, the Williamson College of Business Administration has articulation agreements for individuals who have completed four years of apprenticeship/journeyman training and to graduates of TDDS Diesel Technician Training Program. Apprenticeships must have the approval of the Bureau of Apprenticeship and Training in the U.S. Department of Labor.

Upon review of students' credentials from apprenticeship/journeyman training or TDDS Diesel Technician Training Program, students will be granted 30 semester hours of credit toward the ATS degree. Credit will be awarded after the student has completed 21 semester hours of courses at YSU. In addition to apprenticeship or TDDS training, students must complete a minimum of 33 semester hours of courses as follows:

## Associate of Technical Study–Business Technology Requirements – ATS Degree

### FIRST YEAR

Course	s.h.
*ENGL 1550 Writing 1 .....	3
*ENGL 1551 Writing 11 .....	3
*BUS 1500 Exploring Business .....	3
*MATH 1552 Applied Math for Management .....	4
*ECON 2610 Principles 1.....	3
CMST 1545 Communication Foundations .....	3

### SECOND YEAR

*Mgt 2604 Legal Environment of Business I .....	3
*Acct 2602 Financial Acct .....	3
*Acct 2603 Managerial Acct.....	3
English Literature Elective.....	3
**Elective.....	3
YSU Semester Hours.....	30
Credit for technical studies.....	<u>30</u>

**Total Hours .....** **64**

\*Select from the following: ECON 2630, ECON 3790, MGT 3725 or PHIL 2625. Refer to the University catalog for course descriptions and proper prerequisites before registering for electives.

\*\*Business Tool Courses, ENGL 1551 (completed with a grade of “C” or better) and an overall GPA of 2.5 is the prerequisite for MGT 3725.

The programs and courses in the Williamson College of Business Administration will vary in nature depending upon content, level of instruction, and the pedagogical approach of the professor. At all times, discussion and the exchange of ideas between student and faculty is encouraged.

### Business Minor (22 s.h.)

ACCT 2602, 2603; MKTG 3703, FIN 3720, MGT 3725, 3761, 3737.

### Certificate in Non-Profit Leadership

The Certificate in Non-profit Leadership is geared to any YSU student seeking a four-year degree who is interested in an entry-level position in a nonprofit organization or who wants to learn more about nonprofit organizations and give back to the community.

Students in the program are required to participate in curricular and co-curricular activities that improve their understanding of the operations of nonprofit organizations as well as provide community service to area agencies.

The Student Nonprofit Leadership Organization (SNLO), which is associated with the certificate program, plans fund-raisers for students’ professional

development activities, holds meetings at various nonprofit organizations, and completes specific projects for nonprofit agencies. In January of each year, the members attend the American Humanics Management Institute (AHMI), which is a national professional development and networking experience for students from over 80 colleges across the country. The Institute is held in a different city each year. In spring, SNLO members hold a retreat to plan next year’s activities and to improve camaraderie among members.

Certification in Non-profit Leadership prepares students for entry-level positions in non-profit organizations.

The following courses are required: ENG 1550, 1551, CMST 1545, PSYC 1560, SOC 1500, PHIL 2625, PREL 3710, BUS 3720, BUS 3740 (may be taken up to four times), ACCT 3722, and BUS 4840 and 4841 (both must be taken concurrently).

Students interested in receiving the certificate must contact the campus director of American Humanics.

In addition to the coursework, the student must also attend the American Humanics Management Institute, complete a 300-hour internship with a nonprofit organization, and be an active member in the Student Nonprofit Leadership Organization.

### Nonprofit Leadership Minor

Course requirements include: BUS 3720, BUS 3722, BUS 3740, PREL 3710 or ADV 3711, MGT 3734, MKTG 4848, and BUS 4840 and BUS 4841.

### Certificate in Entrepreneurship

The certificate in Entrepreneurship is designed to provide a broad based understanding of the entrepreneurial process and the unique problems and challenges faced by new ventures. In recognition of the broad spectrum of start-up concepts, the certificate, while housed in the Williamson College of Business Administration, is open to all disciplines.

While the certificate in entrepreneurship is designed to serve students who intend to start and lead their own company, it also helps students understand how entrepreneurial firms operate. Innovation, creativity, and opportunity recognition are critical skills necessary for anyone entering the marketplace. Learning these entrepreneurial skills will prepare one for the diverse and ever-changing opportunities that exist throughout the world of business.

In order to earn the certificate, students must complete three required courses: New Venture Creation (ENT 3700), New Venture Financing (ENT 3750), and Small Business Enterprise (MKTG/MGT 4871). In addition, they must choose a fourth course, either Business Plan Development (ENT 4800) OR Entrepreneur Internship (ENT 4850).

## DEPARTMENT OF ACCOUNTING AND FINANCE

*Professors Antenucci, Claypool, Law, Shaffer (Chair), Stout, Tackett, Volpe, Wolf, Woodlock; Associate Professor Chen; Assistant Professors Petruska, Yang.*

### ACCOUNTING

Accounting can be described as a service activity, a descriptive/analytical discipline, and an information system. As a service activity, it provides users with quantitative financial information to aid in making business-related decisions. As a descriptive, analytical discipline, it identifies those economic transactions affecting an economic entity and describes—through measurement, classification summarization, and reporting—the impact of the transactions on the entity. As an information system, accounting communicates financial information to interested parties. Accountants are involved in one or more of these areas.

### Career Opportunities

The demand for accounting graduates continues to grow as corporations develop, tax laws change, and new government regulations are introduced.

All types of organizations, public and private, require accounting services in their operations. Private accounting includes such areas of specialization as financial accounting, cost accounting, systems, managerial accounting, internal auditing, tax accounting, budgeting, and financial analysis. In public accounting, the major specializations include external auditing, management advisory services, tax accounting, and planning.

Employers of accountants include banks, retail and wholesale businesses, manufacturers, labor unions, tax firms, pension funds, foundations, hospitals, universities, churches, government agencies, and consulting companies. Self-employed accountants may set up their own offices and work for private clients.

### Learning Outcomes

The student learning outcomes for majors within the department of accounting and finance are as follows:

- Students will be able to identify, formulate and solve discipline-specific problems within the context of business, ethical, and societal constraints;
- Students will learn to function and communicate (in writing and orally) both individually and within multidisciplinary teams;
- Students will develop enhanced technology skills by being exposed to assignments requiring advanced computer/spreadsheet knowl-

edge, expanded presentation activity (e.g. PowerPoint in the oral-intensive courses), and required analysis of financial statements;

- Student's will be given opportunities to work with and be exposed to the business community and professionals through internship opportunities and social functions;
- Students will obtain a solid understanding of professional and ethical responsibilities and a recognition of and an appreciation for the need to engage in life-long learning.

Many of these learning outcomes will be developed both within the respective major and across the business and general studies curriculum. Students will be expected to be engaged in their studies and seek out assistance when needed to assure that these learning outcomes are met.

### Student Organizations

The Institute of Management Accountants Student Chapter at YSU operates under the sponsorship of the Institute of Management Accountants, the world's largest association of management accountants and financial managers. Beta Alpha Psi, an honorary organization for financial information professionals, is open to accounting, finance, and management information systems majors with a 3.00 or higher GPA. Accounting students are actively involved in public service such as the Voluntary Income Tax Assistance (VITA) program that can be taken for course credit.

### Requirements to sit for the Certified Public Accountants (CPA) Exam

Effective with the year 2000, Ohio residents wishing to sit for the Certified Public Accountants (CPA) exam are required to have completed 150 semester hours (225 quarter hours) of education. To assist our students in meeting that requirement and to enhance their overall education and preparation for the exam, the Master of Business Administration (MBA) degree with a specialization in accounting is strongly recommended in conjunction with the bachelor's degree. With proper planning and coordination, a student can complete both a B.S. and MBA in five years (for example, students may take MBA courses in their senior year which would be counted towards the graduate degree).

In order to complete both undergraduate and graduate degrees in a timely manner, undergraduate students should apply to the MBA program (which includes successful completion of the GMAT exam) upon completion of 90 semester hours (approximately 135 quarter hours) including intermediate accounting courses. Please consult any of the following: Undergraduate Advisement office, MBA office, or the Department of Accounting and Finance.

## Curricula

For University requirements, lower-division tool requirements, and upper-division core requirements, see pre-business course requirements at the beginning of the WCBA section.

### Accounting Major (124 Hours for the Degree)

ACCT 3701, 3702, 3709, 3711, 4801, 4808, 4813

MGT 3714

Business upper-division electives

### Accounting Minor

Courses include: ACCT 2602, 2603, 3701, 3702, 3711, plus 1 to 3 s.h. of accounting electives.

## FINANCE

Due to rapid technological change, finance is one of the most exciting areas of business as well as an expanding career choice. A career in finance offers flexibility, security, and a wide choice of specializations. Corporations, governments, nonprofit institutions, and individuals all require the expertise that a financial professional can offer. During this era of restructuring, the unique analytical skills that a financial specialist provides can translate into job security as well as additional opportunity.

The role of finance professionals is to provide information and analyses to organizations and individuals that will result in superior decision making. A career in finance requires careful preparation, an aptitude for practical analytical skills, and the ability to recognize and communicate potential remedies and solutions to a wide variety of problems.

## Career Opportunities

Areas of specialization in finance include investment analysis, insurance, financial planning and analysis, banking, credit analysis, cash management, and corporate finance. The rapid expansion of international business and investments has led to a shortage of finance professionals to work in this area both domestically and abroad. The aging of the "Baby Boom" generation together with changing pension regulations increases the demand for professionals specializing in retirement planning and investments. A course allowing students to make real investments is now offered.

### Finance Major (124 Hours for the Degree)

FIN 3721, 3730, 4835, 4836, 4853

Business upper-division electives

### Finance Minor

Suggested courses include:

FIN 3720, 3721, 3730, 4835, 4836, or 4853

## DEPARTMENT OF MANAGEMENT

*Professors Guzell, Karpak, Kasuganti (Chair), Katz, McMahan, Psenicka, Russo; Associate Professors Eunni, Kos, Rakestraw, Vendemia. Assistant Professors Bateman, Han, Pandian, Peng.*

Management is the study of the process of working with and through others to solve practical problems and reach organizational goals. Programs offered by the Department of Management are designed to develop and enhance the skills and knowledge base necessary for successful managers. Effective managers must be able to meet the challenges of rapid change, intense and global competition, and increased sensitivity to social concerns that characterize today's business environment.

As leaders, managers are responsible for the successful performance of their unit and its function. They must have a thorough understanding of strategic planning, human resource management, product planning and design, capacity management, materials management, global operations, organizational design, and information systems. Supervisory, middle, and upper-level managers practice in a variety of profit and non-profit settings, and they must be adept in their interpersonal, informational and decisional roles.

The Department of Management offers programs leading to the Bachelor of Science in Business Administration degree in the following majors: management information systems, human resource management, and general administration. An Individualized Curriculum Program in international management is also offered.

The programs in the department are designed to prepare individuals for careers as managers/supervisors in business/industrial/transportation and public organizations. For those not majoring in one of these fields, the courses offered provide a knowledgeable background in management/supervision/administration of organizations.

The department also offers two-year associate degree programs in Management and Labor Studies.

## Career Opportunities

Managers work in every field. Some opportunities that are available for managers include the following:

*General Management* — Executive, Chief Executive Officer (CEO), Chief Operating Officer (COO), president, city manager, health services manager, hotel general manager, strategic planner, hospital administrator, entrepreneur.

The curriculum emphasizes knowledge of all areas of business as well as good analytical, organizational, and strategic management skills.

*Human Resource Management* — Human resource manager, vice president of human resources, employee relations, salary and wage administrator, labor relations, organizational design and development specialist.

Students will gain the knowledge, skills, and competencies to develop and deploy a capable and motivated workforce that spells the difference between success and failure in a complete and competitive global environment.

*Management Information Systems* — Management Information Systems (MIS) manager, vice president of information systems, systems analyst, data base administrator, network manager, and programmer. Courses in this area will focus on the personal, organizational, and technical aspects of the MIS function. Students will gain the knowledge, skills, and competencies to use information systems for gaining strategic, tactical, and operational advantage.

*International Management* — Careers in any of the areas listed above, when the employing organization has significant international involvement in the form of export/import, joint ventures, foreign direct investment, and multinational/global operations.

## Learning Outcomes

The student learning outcomes for majors within the Management Department are as follows:

- Operations Management—Demonstrate knowledge in role of operations management in business strategy of the firm; interdependence with other key functional areas; designing and improving processes; designing and operating value chains
- International Business—Demonstrate knowledge in cross-country variations in business environments that present both opportunities and challenges in operating globally; strategies and management systems to seize the opportunities and face the challenges in operating globally
- Information Systems—Demonstrate knowledge in role of information systems in the modern enterprise; emerging technologies (such as ERP, CRM etc.) and their potential impact on your business; managing IT resources effectively and efficiently to achieve business goals
- Business Policy and Strategy—Demonstrate knowledge in applying basic strategy frameworks, concepts, and definitions; cross-functional analysis, decision-making, and strategic integration; analysis of complex business/industry scenarios and development of action plans
- Management/Organizational Behavior — Demonstrate knowledge in management as a social process; managerial functions (planning, organizing, leading, motivating etc.) and skills (technical, communications, etc.)

## Student Organizations

Association of Information Technology Professionals (AITP) offers opportunities for information technology leadership and education through partnerships with industry, government and academia.

Sigma Pi Alpha is the YSU student affiliate of the Society for Human Resource Management (SHRM) and is open to students who have an ongoing interest in human resource management.

## Curricula

All students in management must take the department core requirements and the courses listed in their respective major. For University requirements, lower-division tool requirements, and upper-division core requirements, see Pre-Business Course Requirements on p. 85.

## Management Department Core Requirements

MGT 3750, 3789, 4890

## Management Information Systems Major

MGT 3761, 3771, 4881, 5835, 5865, and MIS elective, CSIS 1560, 1590, MGT elective, business upper-division electives

## Human Resource Management Major

MGT 3761, 3734, 3715, 4810  
Management upper-division electives\*  
Business upper-division electives  
\*One of these may be an economics course

## General Administration (Combined) Major (124 Semester Hours for the Degree)

MGT 3761  
Accounting/Finance electives  
Marketing upper-division electives  
Management upper-division electives  
Business upper-division electives

## Logistics Minors

Courses include: MGT 3725, 3789, or ISEN 4815, GEOG 3741 or GEOG 2640, MGT 4882, 4896

## Management Minors (18-21 Semester Hours)

## Enterprise Resource Planning Certificate

### Human Resource Minor

Courses include: MGT 3725, 3750, and 3734; Three upper-division management electives from MGT 3705, 3715, 3761, 4810, 4819 (9-12 hours)

### Management Information Systems Minor

Courses include: MGT 3725, 3761 and 5835; Three upper-division management electives from MGT 3737, 3771, 3789, and 5865

## DEPARTMENT OF MARKETING

*Professors Anderson, Keillor, Toncar; Associate Professors Kohut (Chair), Warren; Assistant Professors Reday, Wang-Ying.*

### MARKETING

Marketing deals with processes that provide products and services to buyers with the goal of satisfying their needs and wants. Buyers can be consumers or businesses. Determining buyers' needs and wants and developing ways to meet them is the fundamental role of business – both for-profit and not-for-profit. Indeed, it was recently stated in the *Harvard Business Review* that, within the context of business, "Marketing is everything" – the success of an organization's marketing determines the success of the organization. It is no wonder then, that marketing is the central activity of business organizations in market economies.

Marketing addresses a number of business issues, including deciding what products to offer, to whom, at what price, and at what location. Marketing majors in the Williamson College of Business Administration (WCBA) enroll in a wide variety of courses that examine these areas in great detail to provide them with the tools and knowledge to succeed in the world of business. For those not majoring in marketing, the course offerings provide a knowledge of how businesses function and how other business operations, such as finance and management, provide the inputs necessary for successful decision making and strategy implementation.

Although the Department of Marketing offers only one major in marketing, the curriculum is flexible enough to allow students to focus their attention in areas of interest. For instance, in addition to *marketing management*, the curriculum allows study in such areas as *retail marketing* (management of retail businesses who sell directly to consumers), *shopping center and property management* (management of shopping and mixed-use developments), *industrial marketing* (business-to-business marketing programs and practices), and others. The marketing major leads to a Bachelor of Science degree in Business Administration.

### Career Opportunities

Marketing courses at YSU are designed to prepare students for careers in marketing, including those related to the development distribution, pricing, promotion, and selling of goods and services. It is estimated that about 50 percent of all jobs in the United States are associated with these marketing functions. Department stores, retailers, and franchise service operations seek college-trained marketing experts. The marketing divisions of industrial corporations and advertising agencies have also traditionally held career opportunities for marketing graduates. Today, however, they are joined by banks and other financial institutions, health-related and charitable organizations, government agencies, and other service and not-for-profit organizations.

Marketing positions are among the highest-paid positions in business today. A shortage of college-trained marketing experts, excellent advancement opportunities, and easily transferable skills make marketing an extremely attractive and a very rewarding career option.

### Learning Outcomes

The Department of Marketing provides quality professional business education that prepares students for productive careers in the marketing and advertising industry.

Our students will have a strong understanding of customer needs and the process of developing, pricing, distributing, and promoting products and services that provide customer value.

Students will have a knowledge and understanding of:

- The marketing concept
- Global marketing
- Ethical marketing practices
- The marketing mix
- Buyer behavior
- Basic marketing research
- Marketing communications
- Advertising and public relations management practices

### Student Organizations

The Collegiate Chapter of the American Marketing Association is open to students enrolled in the business curriculum.

### Curricula

Marketing majors must take the department core requirements. Students then have the flexibility to focus on areas of their interest. For University requirements, lower-division tool requirements, and upper-division core requirements, see Pre-Business Course Requirements on p. 85.

## Marketing Major Requirements (124 Semester Hours for the Degree)

MKTG 3726, 3740, 4815, 4825 and five marketing or advertising and public relations electives and business upper-division electives

## Marketing Minors

Courses include: MKTG 3709, 3726, 3740, 4825, plus choose two MKTG electives from the following: MKTG 3709, 3720, 4815, 4825

## ADVERTISING AND PUBLIC RELATIONS

Advertising and public relations are mainly concerned with communications by organizations to their various audiences. Organizations have public images that must be maintained and refined. Advertising and public relations practitioners create and place messages designed to inform or persuade audiences about an organization or its products and services. Many of these messages have selling as a major goal.

These messages are the ones the average person sees each day. How did you first learn about the car you drive or your favorite soft drink? It was probably through advertising messages. Similarly, public relations messages provide us with information about new developments in cancer research or charitable activities and services. Public relations activities also include planning events, writing newsletters, developing good relationships with media personnel, and providing information services to customers.

YSU's advertising and public relations major is unique because it is offered by the Department of Marketing in the Williamson College of Business Administration (WCBA). YSU's program has a distinct advantage because it is focused on integrated marketing communications similar to employers' organizations, thus enhancing the marketability of our graduates. The advertising and public relations program leads to a Bachelor of Science degree in Business Administration.

## Career Opportunities

Advertising and public relations courses are designed for those students who plan careers in advertising and public relations and for those who desire to have a knowledge of advertising that would benefit them as they pursue a career in business, public, or nonprofit organizations.

## Student Organizations

Alpha Delta Sigma (ADS) is a national professional advertising society affiliated with the American Advertising Federation.

## Curricula

Advertising/PR majors must take the department core requirements and several courses in integrated marketing communications. Students then have the flexibility to focus on areas of their interest. For University requirements, lower-division tool requirements, and upper-division core requirements, see prebusiness course requirements at the beginning of the WCBA section.

## Advertising and Public Relations Major Requirements (124 Semester Hours for the Degree)

MKTG 3726, 4815, 4825 or ADV 4855

ADV 3711, 3712, 3717 and three Advertising and Public Relations or Marketing electives and

Business upper-division electives

## Advertising and Public Relations Minor

Courses include: ADV 3711, 3712, 4855, PREL 3710 plus choose two electives from the following: ADV 3717, 4811 or MKTG 3740

An advertising and public relations minor can be a valuable addition to any degree. See the Marketing Department chair for more information and course requirements.

## BUSINESS ECONOMICS

*The B.S. in B.A. is offered jointly by the Williamson College of Business and the Department of Economics, College of Liberal Arts and Social Sciences*

Economics provides critical decision-making tools in all areas of business. To the manager of a firm, microeconomic theory provides strategies on how to maximize profit, techniques for measuring how customers will respond to changes in price, and how the potential profitability of the firm will vary with the level of competition. Macroeconomic theory discusses why inflation, unemployment, and interest rates change. For a manager, an important issue is how the federal government may try to change the state of the economy, and how that will alter business opportunities. The field also offers courses that cover forecasting and other statistical techniques which may be used in business decision-making.

## Career Opportunities

A career in economics is a good choice for people who like to analyze how systems work. A degree in business economics can open high-paying opportunities in a wide variety of fields. Consulting firms, research firms, financial institutions and corporate planning departments all seek applicants trained in economics.

According to the Occupational Outlook Handbook published by the U.S. Bureau of Labor Statistics: "Competition, the growing complexity of the global economy, and increased reliance on quantitative methods for analyzing the current value of future funds, business trends, sales, and purchasing should spur demand for economists. The growing need for economic analysis in virtually every industry should result in additional jobs for economists."

To be competitive in the field, graduates must be able to analyze business problems using economic theory and statistical techniques, and then communicate those results clearly in written reports to non-economists.

## Upper-Division Status

Students pursuing a business economics major must meet all course requirements and maintain a 2.5 grade point average to be admitted to upper-division standing.

## Business Economics Major Requirements (124 Semester Hours for the Degree)

ECON 3710, 3712, 4880, 12 semester hours of economics electives, and 12 semester hours of business upper-division electives.

## Learning Outcomes

The student learning outcomes for majors within the department of accounting and finance are as follows:

- Students will be able to identify, formulate and solve discipline-specific problems within the context of business, ethical, and societal constraints;
- Students will learn to function and communicate (in writing and orally) both individually and within multidisciplinary teams;
- Students will develop enhanced technology skills by being exposed to assignments requiring advanced computer/spreadsheet knowledge, expanded presentation activity (e.g. PowerPoint in the oral-intensive courses), and required analysis of financial statements;
- Student's will be given opportunities to work with and be exposed to the business community and professionals through internship opportunities and social functions;

- Students will obtain a solid understanding of professional and ethical responsibilities and a recognition of and an appreciation for the need to engage in life-long learning.

Many of these learning outcomes will be developed both within the respective major and across the business and general studies curriculum. Students will be expected to be engaged in their studies and seek out assistance when needed to assure that these learning outcomes are met.

## Economics Minor

An economics minor complements many different majors. Students taking a minor in economics must meet the requirements of one of the two tracks listed below. Courses at the 1500 level cannot be counted toward the minor.

### Economics with Statistics

ECON 2610 (Principles 1, Microeconomics), ECON 2630 (Principles 2, Macroeconomics) ECON 3790 (Business and Economics Statistics), and 9 semester hours of electives.

### Economics

ECON 2610 (Principles 1, Microeconomics), ECON 2630 (Principles 2, Macroeconomics), and 12 semester hours of electives. ECON 3790 cannot be counted as an elective in this track.

## Student Organizations

The Economics Club is open to all students. The club sponsors speakers and field trips related to the study of economics. For information about the Economics Club contact the Economics Department.