

Interim Dean: Dr. Nick Delener, Ph.D. | Executive Assistant: Karen Baker
Willman Business Center, Room 117 | (717) 815-1423
<https://www.ycp.edu/academics/graham-school-of-business/>

Business

Students who want to begin to study business, but have not yet decided on a particular major within business, may enter the Graham School of Business as a Business major. The Graham School of Business has recommended courses common to all Graham School of Business majors in which these students may enroll while they determine their chosen field of study. Consultation with an academic advisor, faculty within the various disciplines, and independent inquiry of professionals in the field are encouraged in the process of determining a major. As the Business major is a starting point meant to guide students in their degree search, it is recommended that students matriculate into a degree program by the end of the sophomore year or approximately 60 credit hours.

Department of Accounting, Finance, and Business Analytics

Department Chair: Dr. Nicole Cornell Sadowski | ncornell@ycp.edu
Willman Business Center, Room 205 | (717) 815-1952

Majors offered:

Accounting, B.S.

A career in accounting opens a world of opportunities. CPA firms, private industries, government agencies, and not-for-profit organizations all rely on the financial insights of accountants. Whether it's planning a merger or acquisition, financing the latest Hollywood blockbuster, or uncovering a fraudulent insurance scam, accountants are in-the-know and on-the-scene. York College accounting graduates take a full range of accounting courses, including taxation, auditing, financial fraud, and international accounting. Students can even personalize their studies by selecting among accounting electives or adding a minor such as finance or computer information systems. If you are good with numbers and have a passion for making a difference, accounting might just be the major for you.

Business Analytics, B.S.

The Business Analytics major prepares the business professional for analyzing and managing all types of organizational and business processes and operations. Business Analytics, or simply analytics or big data, is the use of data, information technology, statistical analysis, quantitative methods, and computer-based models to help managers gain improved insight into business operations and make better, fact-based decisions. Business Analytics is the process of transforming data through analysis and insights into information for decision-making and problem solving. Business Analytics is supported by various tools such as Microsoft Excel, Excel software add-ins, commercial statistical software packages, and more complex business intelligence software that integrate data with analytical modeling. Tools and techniques of business analytics are used across all areas of business in a wide variety of organizations to identify and analyze opportunities and improve the management of customer relationships, financial and marketing

activities, human capital, supply chains, manufacturing, service industries, and many other areas of business.

Economics, B.S.

The Economics major equips students with the necessary skills to understand economic developments within our industrialized society. As globalization and politics continue to increase the complexity of nearly every industry in the world economy, there is increasing demand for professionals with both quantitative and communication skills to analyze and forecast business and economic trends. The Economics major provides the knowledge and develops the skills needed to attain decision-making positions within government, academia, financial sectors, and industry. It also serves as a strong foundation for graduate studies.

Finance, B.S.

The Finance major prepares students for careers as financial planners, commercial and investment bankers, stockbrokers and security dealers, and participants in the fields of risk management, derivatives markets, international trade, and international markets. Students in this major are exposed to decision-making in the corporate finance world and are required to develop technical skills and apply them to solve problems faced by financial managers. Senior finance majors are encouraged to consider pursuing professional designations, such as Certified Financial Planner and Chartered Financial Analyst.

Minors offered:

Accounting	Economics
Business Analytics	Finance

Department of Marketing and Management

Department Chair: Dr. Jeffrey Woodall | jwoodall@ycp.edu
Willman Business Center, Room 214 | (717) 815-1248

Majors offered:

Advertising and Digital Marketing, B.B.A.

The Advertising and Digital Marketing major is designed to prepare students for careers in the field of mass media promotion. This concentration places special focus and emphasis on the rapidly expanding opportunities for careers utilizing social media and the Internet as commercial communication media. Students will learn the skills necessary to develop advertising and digital marketing strategies, content development, and ad production. In today's market, almost every business has a presence both on the web and on social media. Graduates will be able to pursue careers such as advertising account executive, digital marketer, and social media marketer.

Human Resource Management, B.B.A.

Human Resource Management encompasses the processes and systems used to manage talent within an organization. In order to gain a competitive advantage, organizations need to attract, retain, and develop highly skilled and engaged employees. Organizations also need to manage the "people issues" that arise when individuals come together and become members of a group. Human Resource professionals are the link between an organization's leaders and employees. Students in the Human Resource Management major will learn the theoretical and legal bases of human resource processes and how to apply that knowledge in the 21st century workplace.

Integrated Marketing Communication, B.A.

The Integrated Marketing Communication (IMC) major is a unique program that blends together the worlds of public relations, advertising, and marketing. It is designed to provide both theory and practical experiences in each of these key areas, as well as social media, brand management, and marketing research; all of which are needed to be successful in the increasingly complex world of business. IMC is centered on a customer's shopping and buying preferences and experiences, and is essentially the bridge between marketing and branding. Students will have many opportunities within IMC for project-based experiential learning, including a senior capstone course where students work directly with a client to design, research, enact, and measure a complete IMC campaign.

Leadership and Organizational Dynamics, B.B.A.

Effective leadership involves guiding and motivating others toward the accomplishment of a goal, and facilitating individual and collective efforts to successfully achieve that goal. Leaders are also the primary facilitators of change within an organization. The Leadership and Organizational Dynamics major will help future leaders to develop competencies in organizational analysis, decision-making, conflict management, motivational techniques, group dynamics, relationship building, and change management. Courses in this major provide students with the theoretical foundations of leadership and many opportunities to apply those theories through interactive and experiential learning. Students are prepared to become business and organizational leaders with the ability to apply best practices in management and leadership.

Marketing, B.B.A.

Where there is a product or service, there is a need to price it and communicate its benefits to consumers. Students in the Marketing major will develop an understanding of core marketing principles such as consumer orientation, business-to-business markets, developing marketing campaigns, and more. Students will also select electives allowing the ability to focus on areas like retailing, advertising, marketing communications, marketing management, or personal selling, which, combined with an internship, will give you a great idea where you'll want to take your marketing career.

Public Relations, B.A.

A bachelor's degree in Public Relations provides a thorough background in the theoretical principles and the practical application of public relations. Coursework includes broad-based instruction in a variety of communication strategies and tactics to meet objectives for corporate, government, public relations firms, and not-for-profit organizations. Upon graduation, students possess technical skills for their major and the practical skills of effective strategic communication in both professional and personal settings. Additionally, students gain essential foundations in communication.

Minors offered:

Advertising

Hospitality Marketing

Human Resource Management

Management

Marketing

Public Relations

Retailing

Department of Operations and Information Technology

Department Chair: Dr. Mohammed Raja | mrja@ycp.edu

Willman Business Center, Room 212 | (717) 815-6649

Majors offered:

Cybersecurity Management, B.S.

Cybersecurity Management is responsible for protecting an organization's critical data, core processes, information systems, and computer networks from various types of cyber threat. This high-demand career field offers great opportunities in every industry sector including, but not limited to entertainment, healthcare, critical infrastructure, finance, and the National Intelligence Community. By integrating technology, management, and behavioral sciences, students can rely on this well-rounded degree program to provide them with the experiences and ability to analyze not only technical cybersecurity issues, but the behavioral, social, and political origins of cyber conflicts as well.

Engineering Management, B.S.

Engineering Management is a specialized form of management that lies at the interface between engineering and business. Students develop technical, analytical and critical thinking skills through the integration of core courses in engineering and the management disciplines. Graduates of this program are highly successful in career fields such as manufacturing, services, project management consulting, and industrial marketing/sales.

Information Technology Management, B.S.

All organizations and businesses, whether they are government agencies or private businesses, large or small, utilize information systems and information technologies. These information systems are often large, expensive, and essential to both the daily operations and long-term strategy of the organizations that use them. These organizations require highly specialized technologists who understand not only technology, but also the environment into which it is being integrated. These socio-technologists must be equally proficient with the organizational functions of accounting, finance, management, marketing, and operations as they are with the technologies of programming, software development, networking, operating systems, database, and web technology implementation.

Supply Chain Operations Management, B.S.

Supply Chain Management is an integral part of most businesses and is essential to the company's operational success. According to the U.S. News & World Report's 'Best Jobs of the Future' issue, supply chain operations management major was considered as one of the hottest job tracks for students interested in business and related fields. In this major, students develop competencies to integrate the material flow, financial flow, and information flow between suppliers, manufacturers, and the customers necessary for success through comprehensive coursework, regional and local plant tours, and hands-on experience with best-in-class computer software (e.g. SAP and Microsoft Dynamics). Supply Chain graduates find high paying jobs (including internships) in career fields such as logistics, manufacturing, quality management, purchasing/procurement, warehousing, and supply chain consulting.

Minors offered:

Cybersecurity

Information Systems

Operations Management

Supply Chain Management

Department of Sport Management

Department Chair: Dr. Molly Hayes Sauder | msauder@ycp.edu
Willman Business Center, Room 409 | (717) 815-6648

Majors offered:

Sport Management, B.S.

The Sport Management program provides students with academic and practical experiences in the diverse field of sport. We work with you to develop comprehensive professional leadership and technical skills that are valued in the sport management industry. The sport industry offers our graduates a wide variety of exciting career opportunities. The positions can be in high school and college athletic departments, professional sports organizations, professional tour events (PGA, LPGA), sport governing bodies (USTA, IOC, NCAA, NBA), sport marketing companies, sport and fitness facilities, sport camps, sporting goods manufacturers and retailers, sport media and public relations, and sport agencies.

Sport Media, B.S.

The Sport Media program at York College of Pennsylvania is unique because of its wide-ranging course content and interdisciplinary design. Sport media is a growing field, and sport organizations have placed an increased focus on communication specialization skills (e.g., branding, content generation, film editing). Students will experience a comprehensive sport management, mass communication, and integrated marketing communication curriculum, reflective of the breadth of the sport media industry, and have the opportunity to gain specialized expertise through specific tracks that will help prepare them for positions in the various segments of sport communication and media. These tracks include Integrated Marketing Communication, Sport Communication Performance, and Sport Communication Production.

Minors offered:

Athletic Coaching
Esports Management (beginning in Fall 2021)

Department of Strategy and Entrepreneurship

Department Chair: Dr. Jay Azriel | jazriel@ycp.edu
Willman Business Center, Room 218 | (717) 815-6645

Majors offered:

Business Administration, A.S.

Business Administration, B.S.

A major in Business Administration provides a broad-based education in all business disciplines but with sufficient depth that students engage in higher-level learning within key disciplines. This major provides the education required for generalist managerial positions. These managers understand how an organization functions, how it relates to its external environment, and how people within the organization behave. Management generalists are not tied to a particular functional area, which means they can occupy a wide range of positions within an organization in a wide array of organizations in business, government, and the non-profit sector. A degree in Business Administration is also beneficial to students who want to enter corporate management training programs or perform analytical work and projects within an organization.

Entrepreneurship and Innovation, B.B.A.

The Entrepreneurship and Innovation major prepares graduates for three career paths: to start a business sooner rather than later, join a family enterprise and take it to the next level, and/or become an entrepreneur within a large organizational setting. Students are engaged in entrepreneurial activities beginning in their first year through numerous experiential activities both in the classroom and outside. These help build self-confidence and business acumen and prepare graduates for a world of possibility. Students learn many skills, such as marketing and financial statement analysis and creation, and consulting that companies of all size want, thus majors are highly sought after graduation.

General Business, B.B.A.

The General Business Bachelor of Business Administration degree provides a broad-based education in all business disciplines but with sufficient depth that students engage in higher-level learning in key disciplines. This major provides the education required for “generalist” managerial positions. These are managers who understand how people within the organization behave. Management generalists are not tied to a particular functional area, which means they can occupy a wide range of positions within an organization in a wide array of organizations in business, government, and the non-profit sector. A degree in General Business is also beneficial to students who want to enter corporate management training programs or perform analytical work and projects within an organization.

International Business, B.A.

Make an impact on the global marketplace with a degree in International Business. Develop an understanding of international politics and trade regulations while evaluating risks and opportunities; learn the importance of political and cultural implications in the decision to expand your business into a new market; and immerse yourself in a new culture through foreign language study and study abroad as part of the International Business program. As more and more businesses are embracing the possibilities of globalization, those companies need leaders with knowledge of global markets. By combining intercultural course study with a solid business education, this Bachelor of Arts major sets you up for conducting business across borders in the United States or even in a foreign country within various industries.

Social Enterprise and Not-for-Profit Management, B.B.A.

Find meaningful ways to serve others and make a difference in your community while making a living. A Social Enterprise and Not-for-Profit Management major provides students with the knowledge, skills, and mindset necessary to play a key leadership role in a not-for-profit organization. Students learn how not-for-profit organizations are different companies and the management competencies needed while developing leadership skills. The career paths for graduates are endless and students have the opportunity to apply their academic learning in service to the community through internships and eventually their career.

Minors offered:

Business Administration
Continuous Improvement
Entrepreneurial Studies

International Business
Not-for-Profit Management
