

COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT



FIRST YEAR STUDENT ORIENTATION 2026

WCU College of Business and Public Management

Dean
Dr. Evan Leach

Associate Dean
Dr. Dorothy Ives Dewey

Accounting

Chairperson:
Dr. Natalya
Khimich

**Criminal
Justice**

Chairperson:
Dr. Michael
Antonio

**Economics
and Finance**

Chairperson:
Dr. Kyle Kelly

**Geography
and Planning**

Chairperson:
Dr. Megan
Heckert

Management

Chairperson:
Dr. Linda Zhu

Marketing

Chairperson:
Dr. Yong Wang

**Public Policy
Administration**

Chairperson:
Dr. Francis
Atuahene

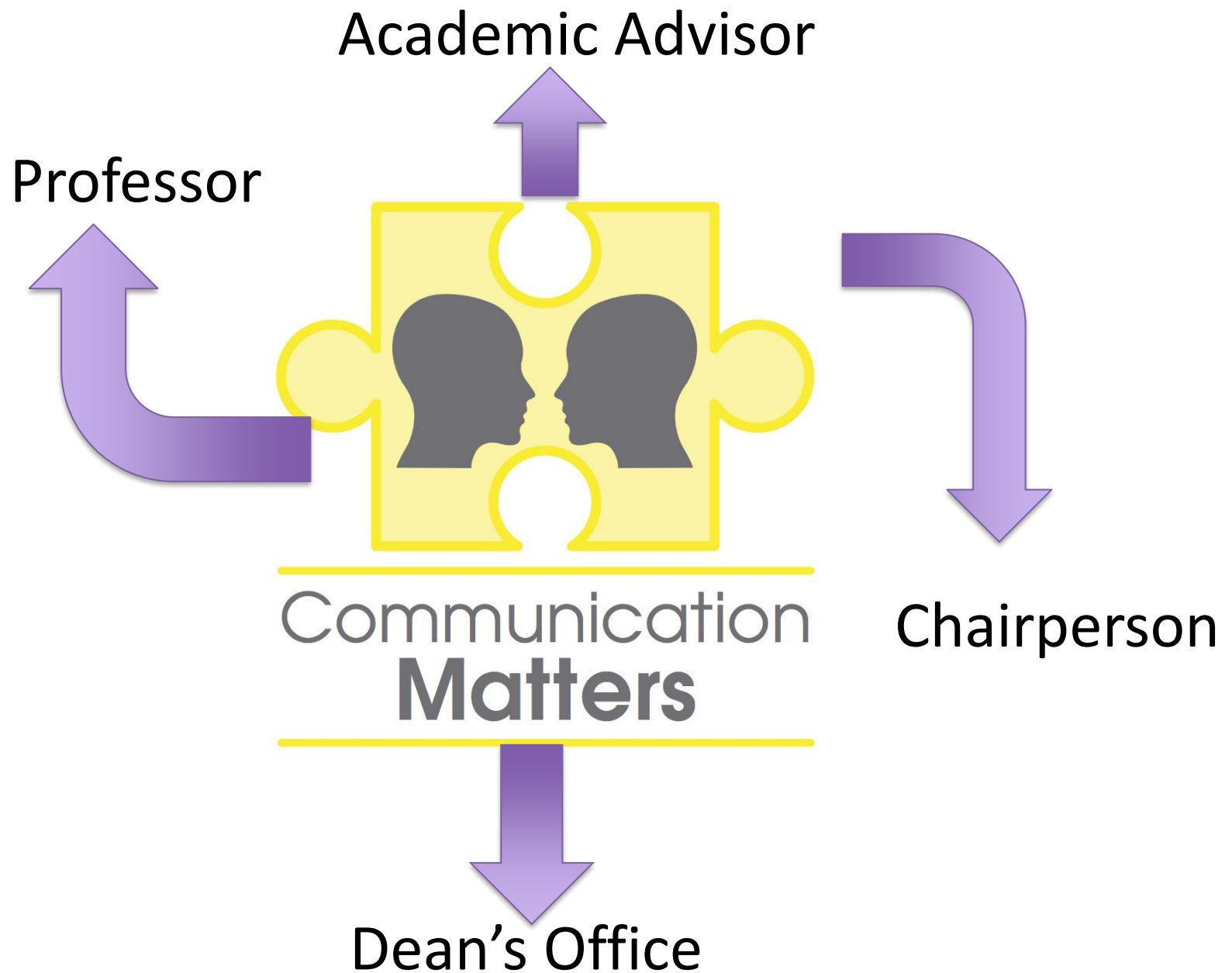
FERPA

FERPA

Family
Educational
Rights &
Privacy
Act of 1974



Goal: Protect Integrity of a Student's Academic
Record & Protect Student's Privacy



Undergraduate Academic Offerings

Undergraduate Majors

- B.S. in Accounting
- B.S. in Business Analytics
- B.S. in Business Management
- B.S. in Criminal Justice
- B.S. in Economics
- B.S. in Finance
- B.S. in Geography
- B.S. in International Business
- B.S. in Marketing
- B.S. in Supply Chain Management
- B.S. in Urban & Environmental Planning

Undergraduate Minors

- Accounting
- Applied Community and Environmental Sustainability (ACES)
- Business Analytics
- Business Geographic Information Systems
- Business Law
- Criminal Justice
- Digital Marketing
- Economics
- Entrepreneurship
- Finance
- Geography and Planning
- Human Resource Management
- International Business
- Real Estate and Land Development
- Sales and Client Management
- Supply Chain Management
- White Collar Crime

University Resources



Dowdy Multicultural Center



LARC (Learning Assistance and Resource Center)



Health Center
Counseling and Psychological Services



Recreation Center



Center for Women and Gender Equity



Writing Center

CBPM STUDENT ORGANIZATIONS/CLUBS

Accounting

- Accounting Society
- Beta Alpha Psi (Honor Society)
- Institute of Management Accountants
- National Association of Black Accountants

Criminal Justice

- Alpha Phi Sigma (Honor Society)
- Criminal Justice Student Association
- National Alliance on Mental Illness

Economics and Finance

- Economics and Finance Society
- Investment Group
- Sports Analytics Club

Geography and Planning

- Gamma Theta Upsilon (Honor Society)
- Geography & Planning Club

Management

- Entrepreneurship Club – C.E.O.
- Pre-Law Society
- Sigma Iota Epsilon (Honor Society)
- Supply Chain & Business Intelligence Club
- WCU Human Resources Association

Marketing

- American Marketing Association
- Mu Kappa Tau (Honor Society)
- WCU National Sales Team

Public Policy and Administration

- Pi Alpha Alpha (Honor Society)

Cross-Disciplinary

- Beta Gamma Sigma
- Phi Alpha Delta (Law Fraternity)
- Student Veterans Group
- Women in Business

TOP 10 TIPS FOR SUCCESS

10. Know the requirements for your program of study - The 2026-2027 Undergraduate Catalog, your Degree Audit and your Academic Advisor are your friends!
9. Get to know your professors, administrators and staff in your college.
8. Get to know each other – this is going to be the base of your professional network going forward.
7. General Education courses help us to think, communicate and interact effectively with the world around us! You can take general education electives, directed electives and free electives in addition to the required courses for your major.
6. Be present and engaged - Students are encouraged to get involved in university life including participating in clubs, professional organizations, and the many co-curricular options available to them.

TOP 10 TIPS FOR SUCCESS (CONT.)

5. Customize your program of study. Students are encouraged to customize their programs of study through minors and professional certifications.
4. Seek out opportunities to gain professional experience. We encourage all students to acquire as much professional experience as possible during their course of study.
3. Seek out co-curricular and enrichment opportunities as they present themselves. Whether that involves study abroad, attending a workshop or joining a professional organization. The classroom is only part of your academic education.
2. The key to succeeding in college is organization, especially time management.
1. **Transitioning to university life can be stressful, but it will get easier over time!**

QUESTIONS

