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YSU students learn to recognize and respond to contexts in which writing can create positive change by understanding issues of audience, purpose, credibility, and persuasion.

As a post-baccalaureate and non-traditional student who has studied the social sciences (psychology) at OSU and has returned to undergraduate education at YSU in the WBCA to pursue a career in nonprofit leadership, there are certain competencies that should be taught across academic disciplines. The knowledge and skills that are practiced and developed in the WCBA courses, including management and leadership, are applicable to all career fields/industries. Because students will either be managed by someone else or the manager of someone else, it's essential for them to learn and apply these concepts to be successful at any level or position in the workplace and maximize their personal potential.

Management concepts include: characteristics of an organization and how they're structured, organizational culture and how it impacts employee motivation and performance, organizational design, different approaches to management and skills needed to be a successful manager, the four management functions (planning, organizing, leading, controlling), how to conduct a SWOT analysis, an organization's relationships with stakeholders, how to set and reach SMART goals individually or for your team, decision-making processes, teamwork, and group formation and effectiveness.

Leadership concepts include: the difference between a manager/supervisor and a leader, development of skills and behavior to increase effectiveness and motivation of followers, situational flexibility as a leader based on the needs, competence, motivation of your followers, and diversifying your personal and professional network so that thinking and decisions are not homogenous and diverse solutions to problems are generated.

Students should conduct self-evaluations of their values, interests, personality, strengths and weaknesses and ways to overcome them. They can then assess how these areas and results apply to academic success and performance and what type of support is needed, potential triggers for stress and on and off campus resources to manage stress and mental health, and strategies and resources needed to gain competencies for educational and workplace success as well as specific professional development opportunities.