

COLLEGE OF BUSINESS

CLEMSON UNIVERSITY



DEAN WENDY YORK

Wendy York became the 15th dean and first female to lead business education at Clemson University on July 15, 2018, following successful leadership roles in business and academia.

Dean York oversees the academic and administrative functions of the College of Business and its nearly 4,800 students, 180 faculty and about 50 staff.

With her strong credentials and business and entrepreneurial leadership acumen, Dean York is charged with producing the next generation of innovative and ethical Clemson-educated leaders who will excel in an evolving 21st century business environment.

Clemson welcomed Dean York at an exciting time in its history with fundraising, enrollment applications and growth expectations at an all-time high. Added to that is the anticipation of the new home for the College of Business being constructed at the center of campus. The state-of-art, 176,000 square foot building is scheduled to open in 2020.

Dean York earned an undergraduate degree with High Honors and Distinction at Stanford Business School. She then earned an MBA in strategy and operations from Harvard Business School.

Most recently she served as an associate dean in Stanford's Graduate School of Business. It was there she successfully led a strategic reorganization of seven business education centers dedicated to faculty research and entrepreneurial curriculum. In addition to saving \$1.5 million in operating costs, her change management strategy resulted in a 96 percent employee engagement rating a year after its completion.

Prior to the leadership role at Stanford, Dean York held executive-level positions in small and large for-profit and non-profit organizations. Her career journey included start-ups and employment with companies such as Bechtel Power Corporation and Bank of America.

Throughout her career, Dean York ran high-performance teams and successfully created cultures of accountability, transparency and collaboration. She started and/or led four early-stage technology and internet companies and accumulated more than 20 years of direct profit and loss responsibility. She spent more than five years as a venture capitalist, managing a private portfolio with a market capitalization of \$100 million.

LOOKING AHEAD: A NEW HOME FOR BUSINESS EDUCATION

Scheduled to open at the heart of campus in 2020, the new College of Business building will bring students, faculty and industry together in a collaborative, inspiring space that is forward thinking in its design and daily application. Business students will have the kind of attractive environment that compels them to work, engage, study, ask hard questions, challenge themselves and work together. Our new home will have space to accommodate growth, encompassing more than twice the square footage of Sistine Hall; allow students and faculty to be centrally located in one building; and incorporate the technological capabilities of this top university, with the capacity to evolve as technology changes. As the building takes shape, bookmark our website (clemson.edu/business) and follow us on Facebook, Instagram and Twitter (@clemsonbusiness) to see our progress.



FOUNDATIONAL DISCIPLINES

- Accountancy
- John E. Walker Department of Economics
- Financial Management
- Graphic Communications
- Management
- Marketing
- MBA
- ROTC Aerospace Studies
- ROTC Military Leadership

SIGNATURE PROGRAMS

The College of Business is leveraging its strong Foundational Disciplines to create Signature Programs that will distinguish Clemson business education as a destination school for students wanting to focus on business-critical competencies.

- **Sales Innovation** provides students a proficiency in understanding the technique for effective, efficient and honorable sales in services, technical and medical fields through hands-on learning opportunities.
- **Value Chain and Advanced Manufacturing** leverage the business school's strong supply chain management faculty expertise and industry needs to create market-relevant educational programs that blend analytic and creative thinking. The program partners business, engineering and science with industry to meet advanced manufacturing needs.
- **Business Analytics** is a skill critical for business professionals to make data-driven strategic decisions. The program will equip students, regardless of their business major or career path, with critical analytical skills, experience and confidence.
- **Entrepreneurship** is abundant across the college, university and the entire Southeast region. The College of Business must elevate the stature of course offerings and experiential learning opportunities to become a major driver in Clemson's entrepreneurial environment by providing competitive and relevant programming and campus-wide buy-in.
- **Brand Marketing and Graphics** prepare students for careers in marketing, printing, packaging and visual communications. The interdisciplinary approach to teaching within the Erwin Center, Sonoco Institute and Sonoco FRESH is conducive to partnerships with industry practitioners, resulting in real-world, hands-on learning.



- **Leadership** is well represented by the Thomas F. Chapman Leadership Scholars program, which sets the bar for education and development of the whole student. Cultivation of the notion that leadership is a choice, not a title, is central to our history of producing principled leaders of business and industry.
- **Economics** faculty include several nationally-noted scholars. The Capitalism Institute and Hayek Center are unique to Clemson in teaching about free enterprise and the role business plays in improving the human condition.
- **MBA** program is poised for significant growth in enrollment revenue and stature. Development of the MBA program as a well-respected, competitive program delivered in a cost-effective and time-efficient manner is critical to the status of the College of Business.

ACCOMPLISHMENTS AND RANKINGS

- *College Choice* ranked the College of Business No. 39 among the nation's top undergraduate business degree programs, and No. 1 in South Carolina.
- The accounting program is ranked No. 17 in the country in the First-Time CPA Exam Pass Rates for Large Programs.
- The B.S. in financial management was named one of the 30 Best Financial Programs by Financial Planning Magazine.
- The Department of Graphic Communications has had a 95 percent or higher graduate job placement rate, many years achieving 100 percent, since it was formed in 1999. All students are required to complete two internships before graduation.
- The John E. Walker Department of Economics ranks No. 8 among U.S. southern universities in faculty research productivity, according to *U.S. News & World Report's* "America's Best Colleges." Additionally, in a recent National Research Council Assessment of Doctoral Programs, Clemson's applied economics graduate program ranked No. 2.
- The B.S. in marketing is ranked No. 13 among the nation's top undergraduate marketing degree programs, and No. 1 in South Carolina, according to *College Choice*.

BY THE NUMBERS

4,762
STUDENTS

180
FACULTY

38,819
ALUMNI