About West Chester University

A comprehensive, multipurpose institution, West Chester University of Pennsylvania offers high-quality undergraduate and graduate degree programs in more than 100 subject areas, as well as certification programs. As the second largest member of the State System of Higher Education, West Chester offers a full and rewarding educational experience as well as reasonable tuition; the Commonwealth of Pennsylvania provides more than $5,000 toward the cost of each Pennsylvania student who attends.

With a rich heritage dating back to the 19th century, West Chester University was founded in 1871 as West Chester Normal School. Today, more than 13,800 students, along with 1,500 faculty and staff, study and work on the picturesque, 403-acre campus situated in the Borough of West Chester. Strategically located at the center of the mid-Atlantic corridor between New York City and Washington, D.C., West Chester is just 25 miles west of Philadelphia and 17 miles north of Wilmington.

Undergraduate Programs of Study within the College of Business and Public Affairs

ACCOUNTING
- Accounting, B.S.
- Minor in Accounting

CRIMINAL JUSTICE
- Criminal Justice, B.S.
- Minor: Criminal Justice

ECONOMICS AND FINANCE
- Economics, B.S.
- Finance, B.S.
- Pre-Business: Economics and Finance
- Minors: Economics, Finance

GEOGRAPHY AND PLANNING
- Geography, B.A.
- Minors: Business Geographics and Information Systems, Geography
- Elective Social Studies Teacher Certification Program

MANAGEMENT
- Business Management, B.S.
- Pre-Business: Management
- Minor: International Business

MARKETING
- Marketing, B.S.
- Pre-Business: Marketing

POLITICAL SCIENCE
- Political Science, B.A.
- Political Science – Applied Public Policy, B.A.
- Political Science – International Relations, B.A.
- Elective Social Studies Teacher Certification Program
- Minors: Political Science, Public Management

SOCIAL WORK
- Social Work, B.S.W.

Visit the College of Business and Public Affairs on the Web at http://www.wcupa.edu/_academics/sch_sba/.

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WCU home page: www.wcupa.edu
The College of Business and Public Affairs offers programs of study that prepare students to work in a dynamic global community that encompasses fields of business; the criminal justice system; geographic planning and technology; government, politics, policy, and international relations; public/private service; and social work.

Within the CBPA is the School of Business, a leading provider of business education among public comprehensive universities in the northeastern United States. Programs of study prepare students for careers in accounting, economics, finance, management, and marketing. All business programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB International). Only 30 percent of the business programs in the U.S. are currently accredited by AACSB. The CBPA Web site.

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Scholarships are available for outstanding students, including five merit scholarships (the Harding Scholarships) for incoming freshmen admitted into the CBPA. (Contact the Office of Admissions for more information.) For information about other scholarships, students can request the financial aid/scholarship booklet from the Office of Admissions and check the Dean’s Office, the Undergraduate Catalog, which is on the University’s Web site, www.wcupa.edu/office/scholarships/. or the scholarship Web site, www.wcupa.edu/giving/scholarships/.

The University is raising funds for a new undergraduate business building that is in the planning stage. More information is available on the CBPA Web site.

All business programs offer three-to-six-credit internships for on-the-job, career-oriented experience. A primary feature of the criminal justice program is the summer practicum served at an agency within the criminal justice system. Political science students can participate in a nine-credit internship in executive or legislative offices with the state government in Harrisburg, or other short-term experiences in political settings or public service agencies. Those majoring in social work spend three semesters of field experience in two different social agency settings. Geography and planning students have participated in student exchange programs in the U.S. and other countries.

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Relating Student Activities

Accounting Society
AWA Marketing Chapter
Criminal Justice Association – Sigma Tau Omicron
Economics and Finance Society
Habitat for Humanity
Institute of Management Accountants
LEAD – Leadership, Empowerment, and Development
Management Club
Political Science Club
Pre-Law Society
Student Government Association
Social Work Club
Undergraduate council for accounting, economics, geography, leadership, political science, social science, social work

The CBPA encourages students to participate in the clubs and activities listed above. Participation can develop leadership skills, interpersonal skills, and networking opportunities. In addition, an increasing number of potential employers are seeking graduates with experience in voluntary service activities. Those interested in volunteer activities can contact the University’s Office of Service Learning and Volunteer Programs, 717-436-3379, which can send information about other opportunities.

Career Opportunities

The following are departments and programs of study within the College of Business and Public Affairs and career opportunities students have pursued upon graduation. Degrees offered by each department listed on the inside panel of this brochure. Additional information for each department is available through the University’s Office of Service Learning and Volunteer Programs, www.wcupa.edu/Giving/Students/.

Accounting: public, private, or government accounting. The accounting program is recognized for its successful preparation of accounting students for the Certified Public Accounting (CPA) exam. The department also sponsors student participation in the P.L.C.P.A. Business Plan Challenge (Philadelphia). As a result of an established internship program and strong business ties, the job placement rate is very high.

Criminal Justice: probation or corrections officers • entry-level positions in police departments, probation and parole offices, attorneys’ offices (law degree required to be a lawyer), insurance and private investigation agencies, and federal offices such as the FBI, Border Patrol, Bureau of Prisons, or Marshall’s Office.

Economics and Finance: economists • financial analysts • accountants • business managers or marketers in industry, education, or government • investment managers • financial advisers • market analysts. Many graduates go on to earn a master of business administration (M.B.A.).

Geography and Planning: urban/regional planners • spatial analysts • environmental and travel consultants • foresters • GIS technicians • project directors • transportation specialists • demographers • township directors • mapping professionals. The department has laboratories for computer cartography and Geographic Information Systems (GIS), as well as labs for business and environmental applications.

Management: bank office trainees • buyers • compensation analysts • entrepreneurs • health and regulatory inspectors • education and health services administrators • production planners • purchasing agents • underwriters. Many graduates go on to earn a master of business administration (M.B.A.).

Marketing: positions in administration • buying • financial services • health care • insurance • management • public services • research • retail • sales • strategy and planning • training programs. Many graduates go on to earn a master of business administration (M.B.A.).

Political Science: careers in business and banking • government service • lobbying and interest groups • public administration • journalism • research and consulting. The department also houses the Center for Social and Economic Research, which provides students with internship opportunities in public opinion and survey research.

Social Work: social workers in the court system • chemical dependency facilities and treatment programs • community centers • crisis centers • day care and youth facilities • industries • mental health programs • nursing homes • residential facilities for physically and mentally handicapped • self-help groups • women’s advocacy centers or shelters. Some areas of employment require an advanced degree.