



PennWest School of Business

Innovating for the Future. Anchored in the Region.

About the School

Pennsylvania Western University is a recognized regional leader in business education, entrepreneurship and workforce development. With outstanding academic programs, immersive learning experiences and strong ties to industry and community partners, the School of Business equips students to lead, innovate and drive economic growth throughout western Pennsylvania and beyond.

Excellence in Business Education

PennWest offers a comprehensive range of business programs across its California, Clarion, Edinboro and Global Online campuses designed to meet the needs of students and employers across the region.

Undergraduate Programs:

- Accounting
- Economics
- Finance and Personal Financial Planning
- Integrated Business
- Management
- Marketing

Graduate Programs and Accelerated Pathways:

- Master of Professional Accountancy
- Master of Business Administration (MBA)
 - Dual Degree Options: MBA-MSN and MBA-MSW

Internationally Accredited:

All programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Contact Us

PennWest School of Business
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Experiential Learning and Business Support

PEAK @ PennWest: Powering Entrepreneurs with Action and Knowledge

PEAK combines business support with student learning through partnerships with PennWest's economic development initiatives:

- **Small Business Development Center (SBDC)** (Clarion)
Free consulting and training are available to entrepreneurs, with student interns gaining hands-on consulting experience.
- **Center for Branding and Strategic Communication** (Edinboro)
A hub of the **NWPA Innovation Beehive Network**, offering students real-world digital marketing and branding experience while supporting regional startups and nonprofits.
- **GACO APEX Accelerator** (California)
With offices in Pittsburgh and Cranberry Township, GACO helps businesses secure government contracts — over \$4.8B to date. Students engage in real-world procurement consulting.

Workforce Development and Employer Engagement

PennWest's **Career Center** actively connects students with regional employers through:

- Internship coordination and recruitment pipelines
- Industry partnerships across Western Pennsylvania
- **McElhatten Foundation Internship Stipend Program** — financial support for internships in Clarion and Venango counties
- Collaborations with **chambers of commerce, economic development agencies** and **nonprofits**

Innovation through AI and Emerging Technologies

Through the **PennWest Center for Artificial Intelligence and Emerging Technologies**, the School is developing:

- **Micro-credentials and training** for students, professionals and companies
- Opportunities to **reskill and upskill** for success in a tech-driven business landscape

Entrepreneurship and Future-Focused Learning Coming Fall 2025

PennWest is launching two flexible, skills-based entrepreneurship micro-credentials:

- **Entrepreneurship Essentials**
- **Entrepreneurship Leadership**

These **15-credit stackable certificates** complement PennWest's existing BSBA programs and help turn aspiring entrepreneurs into real-world business leaders. They are ideal for:

- High school dual enrollment students
- Gig economy workers
- Career changers and upskillers
- Traditional and nontraditional students

Connected Alumni, Informed Programs

The School of Business maintains:

- **Strong alumni networks** across sectors
- **Industry advisory boards** shaping programs and offerings
- Continuous feedback to refine:
 - **Micro-credentials**
 - **Executive Education**
 - **Online and Professional Programs**



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