

California University of Pennsylvania

School: University

*California University will become Pennsylvania Western University on July 1, 2022

Location(s): California, PA

Section of PA: SW

Types of Degrees: BA, BS, MS

Phone Undergraduate - 724-938-4404

Graduate - 724-938-4187

Website: <https://www.calu.edu/>

Admissions: Undergraduate - admissions@calu.edu

Graduate - gradschool@calu.edu



Tourism and Hospitality Management (B.S./B.A.)

Interdisciplinary Studies in Business and Commerce Concentration

<https://www.calu.edu/academics/undergraduate/bachelors/tourism-studies/index.aspx>

Cal U's tourism and hospitality program is delivered in a hybrid (on-campus/online) or 100% online format. You'll learn business basics such as accounting, economics, finance, management, marketing and more, while a broad selection of tourism and hospitality courses provide a theoretical framework and equip you to master the service practices essential to success in this dynamic field. Completing the required 120-hour internship and minor field of study means you'll graduate with a wealth of experience and an academic portfolio tailored to your interests and abilities. You can expect to finish this bachelor's degree program in eight semesters, or four academic years. The hospitality and tourism industry offers a wide variety of job opportunities. More than 1 in 10 jobs worldwide are supported by tourism, and the travel industry is ranked No. 7 among the top private industry sectors in the United States. Tourism is Pennsylvania's second-largest industry and one of the state Department of Community and Economic Development's six "key industries" for investment and growth. Cal U's program prepares graduates for positions at exciting locations such as attractions, airlines and airports, casinos, convention centers, country clubs, cruise ships, entertainment venues, cultural sites, hotels and resorts, museums, state and national parks, sports stadiums, theme parks and more.

Event Planning and Management (B.S./B.A.)

Interdisciplinary Studies in Business and Commerce Concentration

<https://www.calu.edu/academics/undergraduate/bachelors/event-planning/index.aspx>

Event planners are in demand to organize and implement successful gatherings of all sizes, from intimate weddings to stadium concerts. Cal U's interdisciplinary event planning and management program provides the event-planning skills essential for success in this fast-paced career. Students will learn business basics such as accounting, economics, finance, management, marketing, and more and be equipped to start a business or find employment with corporations, nonprofit organizations, convention centers and other event venues. This degree is delivered in a hybrid (on-campus/online) or 100% online format and includes a

required 120-hour internship to give students firsthand experience in planning events before graduation. A required minor field of study lets students focus on an area of interest such as tourism, marketing, sport management, professional golf management or public relations.

Exercise Science; online (B.S.)

<https://www.calu.edu/academics/undergraduate/bachelors/exercise-science/index.aspx>

The online exercise science degree program is well-rounded, focusing on professional development, preventive healthcare, and top-quality fitness education. The accredited online bachelor's degree in exercise science provides students with a comprehensive education in exercise science, wellness and fitness, plus builds a strong foundation in business, marketing, management, and more. Students will learn techniques and sharpen skills in youth fitness, aging individuals, and special needs populations. The B.S. in Exercise Science provides the skills you need to qualify for the Certified Personal Trainer from the National Academy of Sports Medicine (NASM) and the Speed Coach Certification from the National Association of Speed and Explosion. This major also emphasizes leadership development and sharpening business skills.

Health Science: Pre-Athletic Training (B.S.)

<https://www.calu.edu/catalog/current/undergraduate/academic-departments/accelerated-programs/athletic-training.aspx>

The pre-athletic training concentration of the Bachelor of Science (B.S.) in Health Science program prepares students for graduate-level study in athletic training. Qualified undergraduate students in this program may be eligible to participate in an accelerated B.S.-to-M.S. program, which enables them to take graduate courses that apply to both their bachelor's degree in health science and (thereafter) a master's degree in athletic training. B.S. in Health Science: Pre-Athletic Training to M.S. in Athletic Training

Athletic Training (M.S.)

<https://www.calu.edu/academics/graduate/masters/athletic-training/index.aspx>

Graduate Students will develop the **knowledge** and **clinical skills** required for a career as an athletic trainer. The Athletic Training Degree program takes a hands-on, multifaceted approach to prepare students for certification and a career while introducing students to special interest topics, such as cadaver dissection, complementary and alternative therapies, pediatrics, behavioral health, and leadership. Students in Cal U's athletic training degree program develop clinical skills in areas such as complementary manual therapies, therapeutic interventions, and pediatric sports medicine. Athletic trainers are healthcare professionals who collaborate with physicians to provide preventive care, emergency response, clinical examination and diagnosis of injuries, and therapeutic interventions and rehabilitation services. By 2022, anyone seeking national certification in athletic training will be required to enter a graduate-level degree. Students who complete Cal U's M.S. in Athletic Training will be eligible to sit for the Board of Certification (BOC) exam.

Sport Management Studies online (M.S.)

<https://www.calu.edu/academics/graduate/masters/sport-management/index.aspx>

Cal U is recognized as an academic leader in preparing graduate students for coaching, management and other professional positions in the competitive sports industry. Three concentration options are offered: Intercollegiate Athletic Administration, Sport Management Generalist, and Strategic Sport Analysis. The Sport Management concentration enables working professionals to develop solid skills that meet the challenges of the dynamic sports world. The concentration in Strategic Sport Analysis is designed to prepare management professionals who can incorporate analytics and economic analyses into the management of sports organizations. The Intercollegiate Athletic Administration concentration focuses on business and management issues such as Sport governance, compliance, equity, human resource strategies, sport finance, ethics, marketing, and more.

Parks and Recreation Management (B.S.B.A.)

Interdisciplinary Studies in Business and Commerce Concentration

<https://www.calu.edu/academics/undergraduate/bachelors/parks-recreation-management/index.aspx>

The parks and recreation management (PRM) concentration is dedicated to improving the quality of life for our citizens and our communities. Students will develop qualified and professional leadership skills to promote individual and family leisure lifestyles that enrich people and their communities. Students in the PRM concentration learn and acquire practical experience in community recreation management, park and resource protection, recreation programming, interpretation, outdoor leadership, outdoor recreation research, and recreation facility and area planning. The concentration is accredited by the Council on Accreditation of Parks, Recreation, Tourism, and Related Professions (COAPRT). Courses in the PRM concentration are designed to develop student learning in many areas, including the design, implementation, and evaluation of park, recreation, and human service experiences; operational and strategic management of organizations in parks, recreation, and related professions; leisure services delivery systems; programming strategies, planning, and evaluation; professional ethics, legislative and legal aspects; facility design, operations and management; and the administration and management of parks and recreation systems. Additionally, classes and teaching methods stress gaining diverse, real-world applied field experiences.

Sport Management (B.S.)

<https://www.calu.edu/academics/undergraduate/bachelors/sport-management/index.aspx>

Students in Cal U's sport management program apply their classroom learning to multiple real-life experiences in the business of sport. The four-year, on-campus program at Cal U blends theoretical knowledge of sport management with practical, hands-on experience for students to acquire the skills that employers demand. Volunteer opportunities and a full-time capstone internship give all students practical experience and opportunities to network with sport industry professionals. The bachelor's degree in sport management from Cal U prepares students for careers in many areas, including Interscholastic and intercollegiate athletics, Sport marketing, Facility and event management, and Sport sales. Recent graduates have job titles,

including inside sales representative, food and beverage supervisor, merchandise assistant, ice rink manager, soccer program coordinator, site manager, and athletic operations assistant.

Professional Golf Management Concentration

<https://www.calu.edu/academics/undergraduate/bachelors/professional-golf-management/index.aspx>

Professional Golf Management (PGM) is a concentration for the Exercise Science (B.S.) or Sport Management Studies (B.S.) degrees. In exercise science, the PGM prepares students to teach and coach. In Sport Management, the PGM hones skills related to golf operations and executive management.

Contact:

Undergraduate Admissions for various areas and situations can be found here:

<https://www.calu.edu/admissions/undergraduate/counselors.aspx>

Graduate

Enrollment Management Suite:

724.938.5261

gradschool@calu.edu