Slippery Rock University provides an environment that respects, encourages and promotes the talents and contributions of all. Slippery Rock University values a community with a shared sense of purpose, where people demonstrate mutual respect and appreciation. Slippery Rock University values diversity that honors and includes all persons regardless of age, creed, disability, ethnic heritage, gender, gender identity, race, religion, sexual orientation, or socioeconomic status in academic and extracurricular endeavor, in the working environment and in the daily life of the University community.

Slippery Rock University is a comprehensive institution offering a broad array of undergraduate and graduate programs. Located in the rolling hills of western Pennsylvania, the 660-acre campus is less than an hour north of Pittsburgh, near the intersection of I-79 and I-80. The borough of Slippery Rock is a safe, friendly community surrounded by beautiful farmlands, forests and lakes.
RESPECT FOR INDIVIDUALS IN THE COMMUNITY

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LEARN MORE ABOUT BUSINESS AND COMMUNICATION PROGRAMS AT SLIPPERY ROCK UNIVERSITY

Office of Undergraduate Admissions
800.929.4778 or 724.738.2015
asktherock@sru.edu
www.sru.edu/bus-comm
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LEARN TO LEAD IN BUSINESS AND COMMUNICATION

At Slippery Rock University, the School of Business and the communication programs can help you build a strong foundation for a successful career. An SRU education integrates future-focused curricula with real-world experiences, so you can meet the challenges of the 21st century.

Our University has a proven record of matching students with rewarding careers in business and communication and placing them in renowned graduate programs. We’re proud that SRU graduates are leading and succeeding in today’s world.

Choose your major from one of the following areas:
BUSINESS (BS or BA)
- Accounting
- Business
- Economics
- Finance
- Health Care Administration and Management
- Management
- Marketing
- Sustainable Management

COMMUNICATION
- Communication (BA)
- Digital Media Production
- Journalism (BS)
- Public Relations (BS)
SLIPPERY ROCK UNIVERSITY
BUSINESS PROGRAMS

ACCOUNTING
The accounting program at SRU equips future accounting professionals with marketable skills that set them apart in the workplace. You will develop business and accounting acumen while enhancing your communication, teamwork, critical-thinking, and problem-solving skills. Technological proficiency is achieved in our state-of-the-art learning center, through a variety of software programs used by accounting professionals. You will be prepared for professional certification exams and careers in public, accounting, government, and private industry.

FINANCE
The finance program at SRU educates students in financial operations and financial management. You’ll learn about financial record-keeping, the character and appraisal of corporate securities and financial techniques used in all phases of the discipline. You may choose electives in such areas as corporate finance, commercial and investment banking or financial planning. Finance majors are particularly well-suited for positions in banks, insurance companies and real estate firms, and other pursue graduate and professional education.

ECONOMICS
Economics at SRU offers a broader view of the economy than other business-related majors. The program emphasizes logical thinking, which aids in decision-making and problem-solving skills. You will also develop an understanding of how events affect markets for goods and services, and how the aggregate functioning of these markets determines output, employment and prices. SRU economics graduates are well prepared for careers in the public and private sector and receive an excellent foundation for graduate and professional schools.

MANAGEMENT
Today’s manager must be an effective decision maker in the areas of planning, organizing, leading and controlling operations within an increasingly complex, diverse and dynamic environment. SRU management students explore human resources, operations, quality, globalisation, organizational behaviour, ethics and corporate social responsibility. You’ll also address domestic and international challenges and the multicultural nature of the modern workforce. The program is relevant to anyone who envisions a career involving management responsibilities.

Through internships in professional business and communication settings, SRU students gain valuable skills and make contacts for careers and graduate work.

SLIPPERY ROCK UNIVERSITY
BUSINESS PROGRAMS
School of Business students have the opportunity to study abroad for a full semester or longer at a variety of institutions. Several business classes travel internationally during spring semester. Recent locations include Italy, England, Czech Republic, and Puerto Rico.

MARKETING
Marketing examines how persons and organizations anticipate and satisfy consumer needs and wants. SRU marketing students explore marketing research, product planning, pricing, promotion and distribution. The program integrates class discussion, presentations, case analysis and research. Students learn quantitative methods and study the behavioral sciences and methods of instruction range from vocabulary and concept formation to systems simulations teamwork. Graduates are prepared for careers in private and public sector marketing.

SUSTAINABLE MANAGEMENT
The School of Business teaches a triple bottom line (3BL) approach to sustainability. The 3BL approach emphasizes the important performance metrics that successful businesses must recognize: people, planet and profit. Sustainable management majors are required to take at least three courses in science to promote understanding of how business decisions affect the environment and human stakeholders. Students are exposed to required, hands-on learning experiences through a sustainable internship or the sustainable business consulting course.
COMMUNICATION
The communication program at SRU maintains the traditional study of communication as a liberal art, with courses in rhetoric, interpersonal and intercultural communication and organization communication. You may also explore journalism, public relations and digital media production. With greater flexibility than bachelor of science degree programs, the communications bachelor of arts is often chosen by those interested in graduate studies. It is also ideal for students who want to complete a second undergraduate major or pursue coursework in multiple communication disciplines.

JOURNALISM
A truthful, accurate and comprehensive presentation of ideas is essential to an informed and free society. Journalists also cover sports and entertainment and encourage opinion formation in editorial pages. The SRU journalism program provides students with the essential skills and abilities to succeed in today's highly competitive market. Choose from a print or broadcast journalism emphasis and specialize through courses in such areas as new-media journalism, telecommunication, publication production, public relations and international journalism.

PUBLIC RELATIONS
Public relations helps an organization establish and maintain mutually beneficial relationships with a variety of important audiences. The SRU public relations program equips students with the knowledge, professional attitudes and skills expected of beginning PR professionals. The successful public relations graduate has a solid knowledge of the issues, theory and practices of the public relations profession, incorporating writing and speaking skills as well as graphic design and other media technologies.

For a complete list of business and communication programs, visit: www.sru.edu/BCmajors.
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