

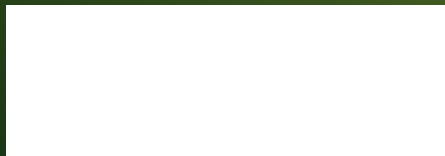


# 5 PROUD POINTS

Rowland School of Business at Point Park University

@pointparkrsb | [www.pointpark.edu/academics/schools/business/index](http://www.pointpark.edu/academics/schools/business/index)

***RSB ... more than a business school***



# WHAT ARE THE 5 PROUD POINTS?

The Rowland School of Business offers...



Innovative, career-focused curriculum



Industry-focused, experienced faculty and outstanding staff



Leveraging downtown Pittsburgh campus with endless opportunities



Incredible faculty/staff engagement (> 150 events each year)



ALL programs are financially self-sufficient

# OUR FACILITIES, PROGRAMS & INITIATIVES

These strengthen our students' educational experiences and positively impact our community.

- RSB Facilities
- High School Initiatives and Partnerships
- Pre-College Programming: Summer Camps
- SAEM Opportunities for Point Park Students
- RSB-Sponsored Student Organizations
- Student-Centered and Sponsored Programming
- Experiential Learning Opportunities

# RSB FACILITIES: MICHAEL P. PITTERICH SALES AND INNOVATION CENTER

State-of-the-art facility providing students with access to sales education and expertise.



Classroom/Training Room



Conference Room



PAB Lab / Interview Rooms

- 1,300 sqft of space featuring three office-sized simulation rooms, conference room, and technology-enhanced training room
- Amplifies hands-on Marketing and Sales programs
- Education, research and support available to partnering organizations

## Supports the following initiatives:

- Sales curriculum development and review
- Sales simulation and scenario building
- Sales internship and career development
- Sales competitions
- Professional partnerships

# RSB FACILITIES: PAB (PENNSYLVANIA ASSOCIATION OF BROADCASTERS) LAB

Space supporting career readiness; sponsored by the PA Association of Broadcasters



- Supports student learning
- Enhances student knowledge of sales and media
- Allows member stations to build branding on campus with students, faculty and staff

## **PAB's generous gift supports the following initiatives:**

- Broadcast-specific sales challenges with monetary awards for students
- Speaker series sessions featuring industry professionals
- Professional development seminars
- Networking opportunities and career engagement events

# RSB FACILITIES: CLASSROOMS AT STAGE AE AND RED CAIMAN MEDIA

Classroom space housed in off-campus entertainment venues



- Lends to numerous professional interactions for students
- Dedicated to students interested in learning about music business

## Stage AE:

- Networking and internship/job opportunities
- Provides students with the chance to see the entertainment industry up close
- Second largest indoor/outdoor concert venue in America; located on Pittsburgh's North Shore

## Red Caiman Media:

- Studio offering recording, mixing, mastering, graphic and web design, and CD duplication/manufacturing services

# HIGH SCHOOL INITIATIVES: CHUCK COOPER & JOSH GIBSON CENTER

Fosters equitable career and educational opportunities for youth and families from local communities



Students from Pittsburgh Hardball Academy and Pittsburgh Obama 6-12



Kathryn Mulvey, Admissions Counselor & Chuck Cooper III

- Workshops and networking with community and business leaders---focusing on college and career-readiness
- Committed to investment in youth and improving social capital by adhering to three goals:
  - Prepare students to be college- and/or career-ready
  - Expose students to college and career resources
  - Create learning, leadership and life-skill opportunities
- Features over 75 students from Greater Pittsburgh region

# HIGH SCHOOL INITIATIVES: RISING BROTHERS AND SISTERS

Empowers students of promise through mentorship, partnerships, and group support



- On-site programming with twelve (12) partner high schools from over 4 counties
  - Impacting more than 300 Pittsburgh-area students; two visits to Point Park's campus each year
  - Provides students with small group support and programming focused on academic preparedness, career readiness and character development
- Goals of this program is to increase:
  - Number of high school students of promise attending college
  - Retention of students of promise on Point Park's campus
  - Career placement of undergraduate and graduate Point Park students
  - The hiring of faculty and staff with industry and community expertise at Point Park



# PRE-COLLEGE SUMMER PROGRAMMING: SUMMER CAMPS

## Accelerated Career Awareness Program (ACAP)



- One-week residency program for high school students interested in business, accounting, finance, and/or entrepreneurship careers
  - Undergraduate-level program taught by college faculty and guest lecturers
  - Opportunities for personal development
  - Tour Pittsburgh-area CPA firms
- Key benefits of this program include:
  - Preparing students to pursue higher education (college app, FAFSA, scholarships)
  - Teaching skill sets relevant to the field of business (interview skills, resume building)
  - Connecting students with accounting and business professionals and mentors

# PRE-COLLEGE SUMMER PROGRAMMING: SUMMER CAMPS

## Sports Business Camp



- Three-day camp providing high school students with a glimpse into the professional sports industry
  - Learn about careers working for Pittsburgh sports teams, including the Pirates, Penguins, Steelers, Riverhounds and more
  - Behind-the-scenes tours of local sports facilities (Acrisure Stadium, PNC Park, PPG Paints Arena, Petersen Events Center)
  - Learn about the business of sports from industry professionals

# PRE-COLLEGE SUMMER PROGRAMMING: SUMMER CAMPS

## Point SPARK: Entrepreneurship Camp



- Immersive three-day camp designed to ignite the entrepreneurial spirit and foster innovation
  - Features hands-on workshops, interactive activities, mentorship sessions
  - Supportive environment hosted by industry experts and entrepreneurs
  - Develop essential skills and gain valuable insights
  - Unique opportunity for students to unleash their potential, build confidence, and become future leaders in the world of business



BrentwoodBank

**ROWLAND**  
SCHOOL OF BUSINESS

# SAEM OPPORTUNITIES FOR CURRENT POINT PARK STUDENTS

## Women Who Rock Benefit Concert



- Yearly event sponsored by Women Who Rock; performance at Stage AE in Pittsburgh's Northside
  - Celebration of women in music and fundraising for women's health initiatives
  - Benefit concert with volunteers and attendees from Point Park University
  - Features music from national award-winning artists
  - Women Who Rock was founded by RSB faculty Melinda Colaizzi

# SAEM OPPORTUNITIES FOR CURRENT POINT PARK STUDENTS

## National Sports Sales Competition



- Annual sales competition for college students from across the United States
  - Point Park has placed in the Top-25 out of 160 schools!
  - Attend and compete in competitions in Atlanta, Georgia.

# RSB-SPONSORED AND AFFILIATED STUDENT ORGANIZATIONS



Pioneer Records, LLC



Ghostlight Theatre Company



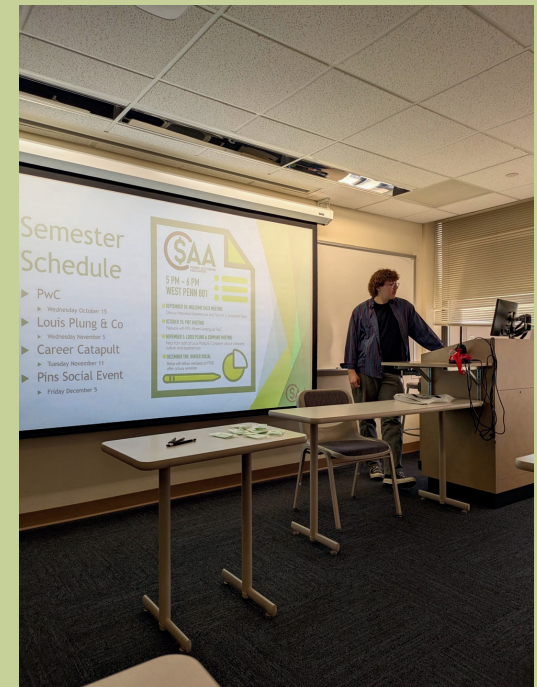
SAEM Club



Student Accounting Association (SAA)



Student Human Resources Association (SHRA) at Point Park University



# STUDENT-CENTERED AND SPONSORED PROGRAMMING



## Pioneer Records, LLC

- Student-run record label within Sports, Arts, Entertainment and Music Business (SAEM) Program
  - Offers hands-on experience in booking, marketing, graphic design, operations and multimedia
  - Launched “The Sound Vault” featuring a rehearsal stage, instrument storage and more
  - Hosts various musical events throughout the year, including the Pioneer Stars Showcase in April



## Women in Industry (WiN)

- Accelerate the success, leadership and empowerment of women-identified students and professionals
  - Encourages allyship and leadership
  - Leveraging university and community resources (e.g., workshops, certificate programs)
  - Hosts monthly FREE book clubs and professional development seminars

# EXPERIENTIAL LEARNING OPPORTUNITIES



## Professional Sports Sales Program

- Students gain hands-on experience working various events and selling tickets for major sports teams
  - Professionally sell game tickets for the Pittsburgh Penguins, Pittsburgh Pirates, Cleveland Cavaliers and more
  - Generates over \$25k in sales annually



## RSB Entrepreneurship & Innovation Program

- Help Point Park students develop into rising entrepreneurs
  - Serve local and campus community via speakers, accelerator opportunities, etc.
  - Network with and learn from industry-focused faculty
  - Work alongside growing startups and established businesses