BUSINESS WITH A PURDUE STEM ADVANTAGE
What do you want from college?

A great education? Fun? A great job? What’s MOST important to YOU?

At Krannert, we think differently. Bigger and broader. Our classes, leadership programs and clubs all revolve around helping you act on your inspiration to make a difference — to take that all-important dare.

Our bigger, broader perspective helps you examine and take on key challenges at home and around the world. You’ll be challenged to think about solutions that happen at the point where business and technology meet — where solutions can be found for runaway health care costs, cleaner energy and the changing climate.

You, with your unique education from Krannert, will become a change-maker, bringing future solutions out of the lab and into the marketplace. And that is where differences are made and world changing begins. Join us!
BUSINESS PROGRAM AMONG PUBLIC UNIVERSITIES #12

PRODUCTION/OPERATIONS #4

RANKED IN THE TOP 25 22 YEARS STRAIGHT

#8 QUANTITATIVE ANALYSIS/METHODS

#22 BUSINESS PROGRAM IN THE U.S.

#11 SUPPLY CHAIN/LOGISTICS

2019 U.S. NEWS & WORLD REPORT

CLASS OF 2023 PROFILE

AVERAGE HIGH SCHOOL GRADES
GPA 3.69
SAT 1290
ACT 27.6

STUDENTS 2,531
MEN 1,572
WOMEN 959
INDIANA RESIDENTS 1,170
NONRESIDENTS 849
INTERNATIONAL 512
HOW WILL YOU CAPITALIZE?

The Krannert School of Management at Purdue gives you the UNDERGRADUATE DEGREE OPTIONS to find your STEM-powered niche in the business world.

Our faculty cross-trains in both management and the sciences. Our students collaborate across disciplines and courses. Our programs are the best in the country at integrating data science to solve real-world business problems. Take advantage of the experiences and opportunities we offer at Krannert for a fun, lucrative and meaningful career.

ACCOUNTING
- TAX CONSULTANT
- AUDITOR
- ACCOUNTANT
- FINANCIAL ANALYST

Fuel your firm’s decisions with first-rate analyses. Track its performance with data. Work in the private or public sectors with your bachelor’s degree or become CPA-ready with a one-year master’s degree.

MARKETING
- MARKETING SPECIALIST
- SALES REPRESENTATIVE
- DIGITAL MARKETER
- MARKET ANALYST/RESEARCHER


GENERAL MANAGEMENT
- HUMAN RESOURCE SPECIALIST
- LEADERSHIP DEVELOPER
- BUSINESS ANALYST
- MANAGEMENT ANALYST

Be a go-to business professional. Develop universal business skills. Lead. Operate and manage organizations. Set goals and map strategies. Recommend improvements that grow the bottom line. Work for Future 500 companies, small businesses or startups.
**ECONOMICS**
- PROJECT MANAGER
- INVESTMENT ANALYST
- FINANCIAL ANALYST
- BUSINESS ANALYST

Solve problems. Analyze and predict trends. Understand how markets and financial organizations function. Work in a corporation, bank, consulting firm or government agency, or pursue a post-graduate degree in graduate or professional school.

**FINANCE**
- FINANCIAL ANALYST
- FINANCIAL DEVELOPER
- BUSINESS ANALYST
- FINANCIAL PLANNER

Manage money. Invest astutely. Understand how markets work. Evaluate risk; raise capital and grow assets. Work in large or small firms, commercial or investment banks, or for government agencies.

**INDUSTRIAL MANAGEMENT**
- SUPPLY CHAIN ANALYST
- ORGANIZATIONAL CONSULTANT
- BUSINESS ANALYST
- PRODUCTION ANALYST

Let your STEM strength shine. Make business decisions grounded in technological knowledge from courses in science, technology, engineering and math. Consult with entrepreneurs, engineers, scientists and programmers to maximize production or take a company global.

**SUPPLY CHAIN, INFORMATION & ANALYTICS**
- LOGISTICS COORDINATOR
- SUPPLY CHAIN ANALYST
- BUSINESS ANALYST
- IT ANALYST

Understand production and delivery nationally and internationally. Gather and analyze data. Recommend sound business decisions.

**AMPLIFY YOUR MAJOR**
These **MINORS AND CONCENTRATIONS** expand your knowledge and career qualifications:
- Accounting
- Business Economics
- Data Analytics
- Economics
- Finance
- Hospitality and Tourism Management
- Human Resource Management
- Innovation Management
- International Business
- Management Consulting
- Management Information Systems
- Marketing
- Supply Chain and Operations Management
Leadership skills and career success go hand-in-hand. That’s why Krannert offers robust programs for students to enhance their college experience. The varied offerings are geared to students interested in stretching themselves and pursuing diverse interests.

**BUSINESS OPPORTUNITY PROGRAM (BOP)**
Minority students — historically underrepresented Krannert students — find community and support in the Dr. Cornell A. Bell Business Opportunity Program. Named for cultural barrier-breaker Cornell Bell, BOP has catapulted students of color into positions of national prestige. Graduates of BOP have become well-known corporate executives, business owners, entrepreneurs and leaders of social change.

**BROCK-WILSON CENTER FOR WOMEN IN MANAGEMENT**
Learn from strong female leaders how to thrive in the world of business. The Brock-Wilson Center for Women in Management supports women throughout their time at Krannert and beyond. It helps men and women lead effective, gender-aware teams. Classes, workshops and competitions will help you hone the skills you’ll be glad to have when leading in the workplace. Rising high school juniors and seniors, spend a week on campus at the Empowering Women and Business Retreat and earn college credit.

**LARSEN LEADERS ACADEMY**
This is a great opportunity for high-achieving students. The Marshall and Susan Larsen Leaders Academy offers accelerated classes, professional workshops and unique leadership-development opportunities. Students have the opportunity to be part of a learning community and take upper-division coursework as a first-year student. Transformational scholarships of $1,000 are available to help fund research projects, study abroad, corporate retreats or other career-related opportunities.

**100% FULL-TIME JOB PLACEMENT**

**EMPOWERING WOMEN IN BUSINESS: SUMMER COURSE**

**REQUIREMENTS**
3.7 GPA — UNWEIGHTED, 28 ACT OR 1320 SAT
KRANNERT MENTORS
Before you take off from the starting blocks in your freshman year, Krannert Mentors lets you find out about the course terrain from an expert. You’ll be paired with a junior or senior who will help you be ready for what’s ahead. Krannert is filled with people who are eager to help you succeed and help you learn to foster others’ success too.

COMBINED DEGREE PROGRAM
Challenge yourself and impress future employers by earning not one, but two degrees in this five-year program. You can combine a bachelor’s degree with an MBA or a master’s in Human Resource Management. The Combined Degree Program is the perfect way to advance your career and jump-start your earning potential.

STARTUP SUPPORT
Entrepreneurship and innovation are Purdue hallmarks. The Burton D. Morgan Center for Entrepreneurship and the Purdue Foundry combine to give students the perfect environment to incubate ideas, hone them and make them marketplace-ready.

1:1 MENTORING
3+2 MBA
17TH IN THE WORLD AMONG UNIVERSITIES GRANTED U.S. PATENTS
STUDY ABROAD
GET A GLOBAL MINDSET FOR OUR GLOBAL ECONOMY — AFFORDABLY.

Prepare to be surprised: Krannert offers several study abroad opportunities tailored specifically to the academic needs of its students. Readily available scholarships make the experience as affordable as it is enlightening for nearly every Krannert student who studies abroad. Make the most of your study abroad experience!

“My study abroad experiences taught me how to adapt to situations and network with individuals who share different backgrounds and experiences than mine. I learned how to be more conscious of what it means to be a well-rounded employee in the global workplace. I was able to take the topics we learned in class and incorporate them into daily situations and work settings in three different countries.

In Asia, my favorite place I visited outside of Hong Kong was South Korea. I love vibrant cities, and South Korea was filled with museums, animal cafes and hiking trails; so there was something to do every minute of the day.”

— Meagan Cooper, General Mangement
92% of graduates have had at least 1 internship

96% accept employment or graduate school within 3 months of graduation

$57,250 average starting salary

$5,893 average hiring bonus

$18 average hourly internship wage

**INTERNSHIPS AND CAREER PLACEMENT**

Landing a great internship can lead to some of your most important discoveries. You put what you’ve learned into practice and get a strong sense of what your future career niche might be. The Krannert Professional Development Center exists solely to help Krannert students find an internship and their first professional position following graduation. You’ll learn how to craft an attention-grabbing resume, handle tough interview questions and take advantage of opportunities to network. You’ll also benefit from a placement rate that’s 96% within three months of graduation.

**TOP HIRING COMPANIES**

3 career fairs
150+ companies
KRANNERT CLUBS

Krannert Clubs are your place to find like-minded students for work and play!

1,000 CLUBS OPEN TO PURDUE STUDENTS
WE’RE A SOCIAL BUNCH AT KRANNERT