YOU’RE IN GOOD COMPANY
THIS IS YOUR MOMENT.
WE’RE WITH YOU.
WE’VE BEEN WHERE YOU ARE.
YOU’VE SPENT YEARS PREPARING FOR THE MOMENT WHEN YOU DECIDE WHERE TO GO TO COLLEGE.

Why study business at Purdue University? Our combination of business and STEM adds value to your professional profile. Employers who hire Krannert graduates say so.

Even more than that, though, is Krannert’s supportive environment. Our talented students, dedicated staff and exceptional faculty all want to help you succeed. Giving support is Krannert’s way. When you win, we all win.

The students you’ll meet in this booklet share the reasons they chose Purdue’s Krannert School of Management, and why it was the best decision for them. Faculty, too, will talk about what makes Krannert unique — what makes working in this environment special.

They are committed, caring mentors and friends who will support you, one semester at a time, as you become a career-ready professional.
When classes are hard, what resources can you take advantage of to get the help you need to succeed?

Professors’ office hours are one of the best resources. Professors are very accessible and willing to help. I also find it easier to study and be productive if I have study breaks built into my schedule. Some of my favorite study breaks are going to workout classes at the CoRec and basketball games at Mackey with my friends.

What did Purdue/Krannert have over other colleges you considered?

Krannert’s unique curriculum. I always enjoyed math and science, but I knew that I wanted to study business and pursue a career in corporate finance, so I wanted a STEM environment. Purdue and Krannert are the perfect place for that. Krannert’s curriculum integrates STEM into courses with data decision-making and case studies. It’s allowed me to develop an analytical mindset and skill set that I can use to differentiate myself in the workplace.
Why did you choose Krannert/Purdue over the other universities that competed for you?

While other colleges had diversity initiatives and opportunities for minorities, the programs offered by Krannert had — and continue to have — an unforgettable impact on not only my life but the lives of those around me. Having an extensive support group that feels like family from day one provided me with the confidence needed to attack the daily challenges of a collegiate institution with renewed vigor each day, as well as secure an internship after my freshman year. I am forever grateful for Krannert and the people who continue to make it such a wonderful place to learn and grow as an individual for all!

When classes are hard, what resources do you use to get the boost you need to succeed?

I typically rely on the support groups that I am involved in and have grown around me. From studying with friends, to keeping each other motivated, to attending office hours and review sessions, there are many ways to get the grade you want in Krannert.

MY FAVORITE QUOTE:
“POSITIVITY BREEDS PROSPERITY.”

NATHAN EBIKWO, SENIOR
Major: Supply Chain, Information, and Analytics
Dream future job: Chief Executive Officer of my own company
What does Krannert do to make students ready to succeed in their careers?

Krannert is amazing when it comes to career preparation. The best resource that I’ve used is the Krannert Professional Development Center. They give you resume critiques, mock interviews and anything else you need to succeed in your career. All these things, along with a very friendly staff, prepare you for internships and everything after!

What’s the coolest thing about Krannert/Purdue that took you by surprise?

The community. I figured when I came to Purdue, it would be just like all the movies I’d seen about competitive schools. Man, I was wrong. Students actively go out of their way to help you in any way they can. Teachers are so friendly and easy to communicate with. The clubs are amazing. The alumni are amazing. Even the food is amazing! Everything about Purdue just screams collaboration, and it’s a big reason Purdue is — by far — the best university in the world.

MY FAVORITE QUOTE:

“THAT’S LIFE.”

I LOVE THIS QUOTE BECAUSE YOU NEVER TRULY HAVE COMPLETE CONTROL. YOU JUST HAVE TO KEEP YOUR HEAD DOWN, WORK HARD AND ENJOY THE RIDE.

DOMENIC SCIORTINO, JUNIOR

Major: Finance
Minor: Communications
Dream future job: Mergers and Acquisitions Attorney
Why is Purdue/Krannert the right place for you and your goals for the future?

It's a culture of collaboration and teamwork. I have never felt that my fellow students are tearing me down to bring themselves up. We work together for a common goal. I think that is the perfect environment to cultivate your strengths and work toward your goals. From the first day of school I have felt the support and interest from my professors. They do so much to engage the class and make sure they create a dynamic relationship with each student.

Why did you choose Purdue/Krannert over other colleges you considered?

The first deciding factor was the people. It's my testament to how compassionate and awe-inspiring the people at Purdue/Krannert are. In the end, college statistics and the different campuses blur together. Finding a place where you can feel at home is rooted in the people you surround yourself with.
MY FAVORITE QUOTE: “TELL ME WHO YOU SURROUND YOURSELF WITH, AND I WILL TELL YOU WHAT KIND OF A PERSON YOU ARE.”

KENT BURKMAN, SOPHOMORE

Major: Marketing and Spanish
Concentration: International Business
Dream future job: Marketing executive in the automotive industry

Why is Purdue/Krannert the right place for you and what you want to do?

Purdue has offered me so much more than I could have ever imagined. I am pursuing two majors — in both Krannert and the College of Liberal Arts, while finishing my education in four years. Purdue is one of only a handful of universities in the nation that offers this opportunity.

How do your professors let you know that they’re rooting for your success?

This semester, my professor told me that because I was excelling in his course, I would be a great intern at a company where his past colleague now works. He then passed along my name to his contact, and I now have a phone call scheduled with the executive. There is no shortage of networking opportunities at Purdue!
Why Krannert?

A great thing about Purdue and Krannert is students have a lot of freedom to tailor their degree and experience to fit exactly what they want to do after graduation. One example is our Case Competitions where a business or a professor gives your team a company’s problem to solve. Your team presents its recommendation to a panel of judges. This helped me develop my skills in communication, teamwork, thinking under pressure and technical reading comprehension, which I can apply to law school and beyond. No matter what career you want, Purdue offers either a class, organization, sport or seminar that will give you the tools you need.

Why didn’t you go for any of your other college options?

At the risk of sounding cliché — it was the atmosphere. Coming all the way from Texas, I knew that I was going to know no one and I would have to find all new friends. Somehow, I lost my tour group. I was incredibly shy, but I found it in me to go up to a random student and ask for help. Not only was this student more than happy to help me, when she realized she didn’t know where it was either, she asked another random student, and together, we found the building. Kindness like this is common at Purdue, and this is what ultimately led me here.

MY FAVORITE QUOTE:

“YOU HAVE BRAINS IN YOUR HEAD.
YOU HAVE FEET IN YOUR SHOES.
YOU CAN STEER YOURSELF IN ANY DIRECTION YOU CHOOSE.”
– DR. SEUSS

MEAGAN COOPER, SENIOR
Major: Management
Concentration: International Business
Minors: Business Economics/
Spanish for the Professions
Dream future job: Civil and Human Rights Attorney
KRANNERT FACULTY

YOUR SUCCESS = THEIR SUCCESS

LIKE KRANNERT STUDENTS,
KRANNERT FACULTY ARE AT
PURDUE BECAUSE THEY ARE
HIGH-ACHIEVING, BRILLIANT SCHOLARS.
THEY ARE TALENTED RESEARCHERS
AND INNOVATIVE EDUCATORS WHO
DEFINE THEIR SUCCESS BY YOURS.

<CARA PUTMAN, Honors Director, Business Law

What do you believe students want most, and how does Krannert make sure they get it?

Students want a fulfilling job when they graduate. They want to build a career that allows them to make a difference in any context. Our students are bright and committed. They are dreamers. We provide the setting to learn the skills and tools they will need to succeed while also helping them build a network through their peers, faculty and alums.

What makes a Krannert education a cut above other great business schools?

At Krannert we blend cutting-edge data analytics with world-class faculty and research. That gives students the opportunity to apply what they’re learning in the real-world context. Study abroad is embedded in our process so that it does not add time to a student’s stay at Purdue, but instead allows them to take core and other required courses while learning in an intercultural space. Krannert is a transformational experience for students that allows them to leave and change the world through their careers and lives.
What do you and Krannert do to let students know their success is your success?

Listen. Great leaders care about the well-being of others, and it’s impossible to care and support others’ success if you never give them an opportunity to voice concerns. Krannert and I do our best to listen to students and include them in the decision-making process through town hall meetings, open-door policies and other activities. Listening to students and addressing their feedback is the first sign students can use to determine if a business school fully supports its students and deeply cares about their success. Krannert does this on a routine basis.

What do you believe students want most, and how does Krannert see that they get it?

Students seek guidance and quality mentorship, especially when it comes to careers. Krannert provides a career coach from the Krannert Professional Development Center (KPDC) to every student. There is a mentoring program pairing incoming freshmen with juniors and seniors. Career coaches within KPDC work with Krannert academic advisors to ensure advisors know which classes to recommend based on a student’s career interest.

What is your teaching philosophy?

A former student recently helped clarify my teaching philosophy for me when he shared that he appreciated that I taught him how to think, not what to think. The analytical tools students learn in my classes apply to a broad range of economic problems, but the ultimate objective is that — regardless of the specific goals they may set individually — my students can think critically on their own.

What do you believe students want most, and how does Krannert see that they get it?

College students sometimes measure success only by the grades they earn in class. While course grades are valuable, a Krannert education provides opportunities beyond the classroom. Study abroad, Case Competitions, data hackathons, volunteer opportunities and dozens of student-run clubs allow students to engage in activities that build on students’ natural gifts and talents and help them establish the outcomes that will be most important in defining their own future success.