THE PERSISTENT PURSUIT OF
BUSINESS INNOVATION
AT THE KRANNERT SCHOOL OF MANAGEMENT
At Purdue, we live to keep pushing, to keep going. That's why the education we offer at the Krannert School of Management provides students with a competitive edge that few institutions can match.

As a school that operates at one of the best STEM (science, technology, engineering and mathematics) universities in the world, Krannert has a unique culture. We take an analytical approach to best business practices. We bring innovation to how we manage projects and solve problems. We won't stop until we've caused something to more efficiently, more elegantly, more accessibly answer some of the world's toughest business challenges.

We persist toward learning how to think in new ways and innovating the world of business.

What's your pursuit?

Smarter businesses. Better solutions. Bigger opportunities. They start at Purdue University.
Changing the world of business, one small step at a time

Our faculty cross-trains in both management and the sciences. Students collaborate across disciplines and courses, and 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.

DEGREE PROGRAMS

LEADING
THE NEXT GIANT LEAP
GENERAL MANAGEMENT

Human Resource Specialist
Leadership Developer
Business Analyst
Management Analyst

Be a go-to professional. Develop universal business skills. Lead. Operate and manage organizations. Set goals and map strategies. Recommend improvements that grow the bottom line. Work for Fortune 500 companies, small businesses or startups.

ANALYZING
THE NEXT GIANT LEAP
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.

PREDICTING
THE NEXT GIANT LEAP
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 postgraduate degree.

INNOVATING
THE NEXT GIANT LEAP
INTEGRATED BUSINESS AND ENGINEERING

Organizational Consultant
Technical Project Manager
Data Analyst
Technology Consultant

Build a diverse skill set. Bring an engineering mindset to a business career, bridging the gap between business and engineering. Make business decisions grounded in technology, engineering and math.
EVALUATING
THE NEXT GIANT LEAP

MARKETING


MANAGING
THE NEXT GIANT LEAP

FINANCE

Manage money. Invest wisely. 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.

DELIVERING
THE NEXT GIANT LEAP

SUPPLY CHAIN, INFORMATION AND ANALYTICS

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

TAKING
THE NEXT GIANT LEAP

MINORS AND CONCENTRATIONS

- 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

THE PERSISTENT PURSUIT OF BUSINESS INNOVATION
Discover the robust opportunities and programs Krannert has to offer, connecting you to your next giant leap.

**BUSINESS OPPORTUNITY PROGRAM**

Minority students, historically underrepresented at Krannert, find community and support in the Dr. Cornell A. Bell Business Opportunity Program (BOP). 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.

High school students get a glimpse of the program during the Future Scholars Summer Camp. Top students across the country discover career options, boost leadership and teamwork skills, and get an up-close view of Purdue and Krannert during a week on campus. Current high school juniors from historically underrepresented minority groups with at least a 3.3 unweighted high school GPA are encouraged to apply.

**FOR MORE INFORMATION,**
**EMAIL BOP@PURDUE.EDU**

**FIND YOUR FIT**

**BROCK-WILSON CENTER FOR WOMEN IN MANAGEMENT**

Learn from empowered female leaders how to thrive in the world of business. The Brock-Wilson Center for Women in Management supports women and men as they learn to lead effective, gender-sensitive teams. The Women in Management learning community for first-year students develops camaraderie and explores gender-related issues through coursework.

The week-long Empowering Women in Business camp for high school students introduces young women to business careers and equips them with the necessary skills to succeed in college. Current high school sophomores and juniors are invited to apply. Purdue is proud to be an Undergraduate Partner School with the Forté Foundation, which encourages women to pursue leadership roles in business and provides support for women pursuing MBA degrees.

**FOR MORE INFORMATION,**
**EMAIL BWCENTER@PURDUE.EDU**
The Marshall and Susan Larsen Leaders Academy (LLA) offers accelerated classes, professional workshops and leadership development opportunities so students can take their next step. The LLA learning community allows students to develop a cohort during their first year as they get a jumpstart on upper-division coursework. Students applying to Krannert with a minimum unweighted high school GPA of 3.7 and a 28 ACT or 1320 SAT are automatically enrolled in the program.

Other advantages include a mentoring program, where incoming students are paired with upperclassmen; Transformational Experience Grants of up to $1,000 to fund a life-changing opportunity; and a fully funded, short-term study abroad program for LLA students who have completed a FAFSA and show financial need. Admitted LLA students will receive more details on these programs from their academic advisors.

FOR MORE INFORMATION, EMAIL SHELBY@PURDUE.EDU

CareerBound is a new initiative for undergraduates that measures improvement in career readiness as students move through Krannert. Students will be able to quantify proficiency in several areas, including critical thinking, problem-solving, global and multicultural fluency and teamwork, and collaboration. As students complete coursework and co-curricular activities, they will track progress.

Students will develop competencies through study abroad trips, case competitions and career treks. Advisors will discuss CareerBound objectives and goals during regular meetings, with Krannert Professional Development Center staff also acting as coaches and mentors.

FOR MORE INFORMATION, EMAIL KRANCASECOMPS@PURDUE.EDU

The Krannert School of Management offers several study abroad opportunities tailored specifically to the academic needs of its students, preparing global business leaders with analytical insight and cultural intelligence. Scholarships are readily available, and students gain economic and geographical knowledge that can’t be captured in a textbook. Find more than 100 approved study abroad programs all over the world at KRANNERT.PURDUE.EDU/UNDERGRADUATE/STUDY-ABROAD

Using everything you’ve learned and relying on contributions from your teammates, case competitions challenge student teams to solve a real-world business problem. Students use critical thinking, organization and analysis to formulate a recommendation. Then, they use presentation skills to effectively communicate the solution to a panel of judges. Judges reward creative solutions, in-depth analysis and visually interesting presentations. It’s a great way to network and develop skills. Plus, many competitions award cash prizes to top performers.

FOR MORE INFORMATION, EMAIL KRANCASECOMPS@PURDUE.EDU
You’ll never take a giant leap alone.

**KRANNERT PROFESSIONAL DEVELOPMENT CENTER**

We don’t just offer widely respected degrees — we’ll help you prepare for interviews, internships and ultimately your first job search before graduating. More than 130 companies come to Krannert career fairs each fall and spring specifically to meet, interview and hire our students. The Krannert Professional Development Center provides interview practice, résumé reviews, negotiation techniques, etiquette instruction and more.

LEARN MORE AT KRANNERT.PURDUE.EDU/KPDC
We do our best work together.

The edge you bring to the marketplace with a Krannert education comes, in part, from our extensive co-curricular opportunities, our innovative mindset and our passion for persistence. Find your people through one of our many organizations.

- Alpha Kappa Psi
- ASCEND
- Association of Certified Fraud Examiners
- Association of Industrial Management Students
- Association of Latino Professionals for America
- Beta Alpha Psi
- Beta Gamma Sigma
- Consult Your Community
- Delta Sigma Pi
- Financial Management Association
- Larsen Leaders Academy Executive Board
- Management Ambassadors
- Operations and Supply Chain Organization
- Purdue Accounting Association
- Purdue Economics Association
- Purdue Marketing Association
- PurdueTHINK (consulting club)
- School of Management Council
- School of Management Employers Forum
- Society for Human Resources Management
- Society of Minority Managers
- Women in Business