

# BY THE NUMBERS

2024-25 **FACTS** AND **FIGURES**



**PURDUE**  
UNIVERSITY®

Mitch Daniels School of Business



# GIVING

## FISCAL YEAR 2024-25

GIFT DESIGNATION	AMOUNT
Facilities	\$11,241,295
Faculty Support	\$4,602,939
Programs or Projects	\$10,317,718
Student Support	\$8,624,098
Unrestricted	\$2,382,096

**\$37,168,146 TOTAL**



## REIMAGINED DANIELS SCHOOL OF BUSINESS

GIFT DESIGNATION	AMOUNT
Facilities	\$74,948,750
Faculty Support	\$20,740,229
Programs or Projects	\$23,807,228
Student Support	\$36,425,206
Unrestricted	\$100,788,750

**\$256,710,163 TOTAL**





# FACULTY AND STAFF

42

Professors

25

Associate Professors

42

Assistant Professors

3

Academic Associate/  
Assistant Deans

55

Clinical Faculty, Visiting  
Faculty, Post Docs

29

Lecturers

152

Staff



Cara Putman  
2025 Charles B. Murphy Award Recipient

## DREAM HIRES



**Judson Caskey**

Full Professor of Accounting  
(former accounting professor at  
UCLA)



**Gwendolyn Lee**

Full Professor of Strategic Management  
(former Chester C. Holloway Professor for  
Strategy, Innovation and Entrepreneurship at the  
University of Florida)



**Martin Dufwenberg**

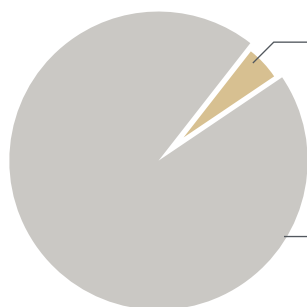
Full Professor of Economics  
(former Karl and Stevie Eller Professor  
of Economics at the University of  
Arizona)



**Michael Weber**

Full Professor of Finance  
(former associate professor of finance at the  
University of Chicago)

## GRADUATE ENROLLMENT

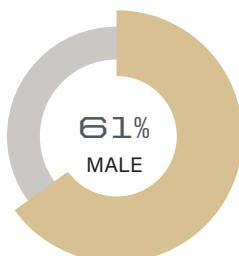


94

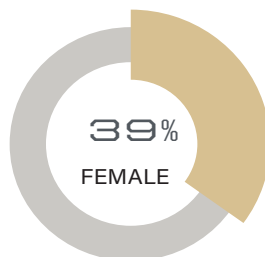
DOCTORAL

1,011

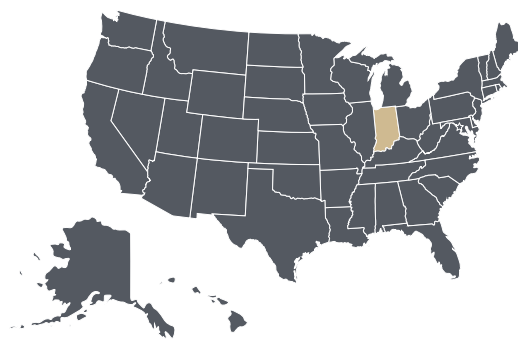
MASTER'S



61%  
MALE



39%  
FEMALE



20%

IN-STATE

43%

OUT-OF-STATE

#7

ONLINE MBA  
IN NORTH AMERICA  
*CEO Magazine, 2025*

37%

INTERNATIONAL

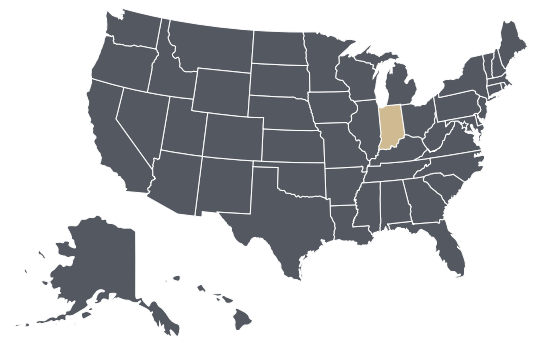
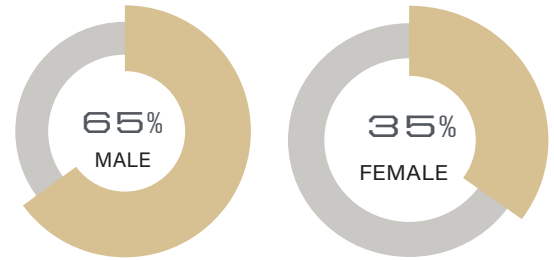
# UNDERGRADUATE ENROLLMENT

## PROGRAM

Accounting	425
Business Analytics and Information Management	622
Economics	335
Finance	1,036
General Management	537
Integrated Business & Engineering	388
Marketing	573
Quantitative Business Economics	10
Supply Chain and Operations Management	193
Majors no longer accepting new students	26

**4,145 TOTAL**

## DEMOGRAPHIC



**40%**

IN-STATE

**48%**

OUT-OF-STATE

**12%**

INTERNATIONAL

## RANKINGS

*U.S. News & World Report, 2025*

**#5**

PRODUCTION/OPERATIONS  
MANAGEMENT

**#10**

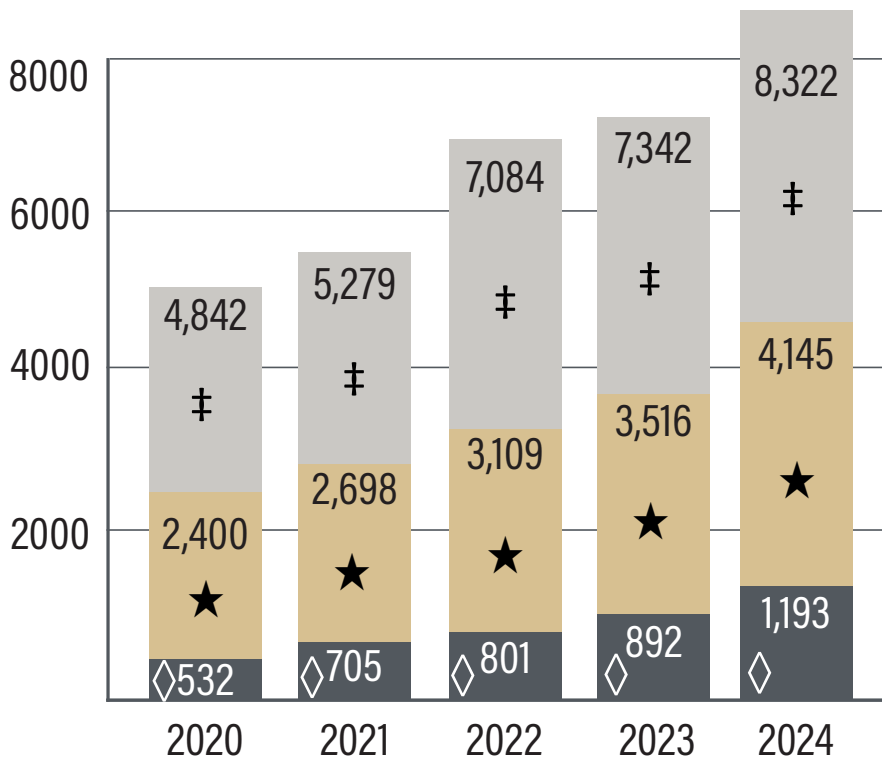
QUANTITATIVE ANALYSIS

**#10**

SUPPLY CHAIN/LOGISTICS

**#12**

ANALYTICS



◆ Applications ◆ Incoming Freshmen

★ Total Enrolled

# CAREER OUTCOMES

## UNDERGRADUATE CAREER OUTCOMES 2023-2024

PROGRAM	FULL-TIME SALARY	HIRING BONUS*
Accounting	\$66,798	\$3,870
Business Analytics and Information Management	\$74,733	\$9,115
Economics	\$67,397	\$6,846
Finance	\$70,158	\$7,307
General Management	\$61,371	\$7,879
Integrated Business & Engineering	n/a	n/a
Marketing	\$61,483	\$6,125
Quantitative Business Economics	n/a	n/a
Supply Chain and Operations Management	\$69,000	\$9,000

\* 47% of the graduating class reported a hiring bonus

The first full class of Integrated Business and Engineering students graduated in May 2025

The first Quantitative Business Economics students will graduate in May 2028

# \$7,016

AVERAGE SIGNING BONUS

# 93%

REPORT EMPLOYMENT OR  
GRADUATE SCHOOL ACCEPTANCE

WITHIN SIX MONTHS OF GRADUATION

## TOP HIRING COMPANIES



# STRATEGIC PILLARS

## ACADEMIC PROWESS

Daniels School faculty, masters of their current fields, are able to see and steer toward what's next, imparting thought leadership to peers and an ever-growing student body. Funding for academic chairs is a key component to raise the school's profile on campus, nationally and internationally. We will build our faculty ranks, both to meet rapidly rising student demand and to expedite groundbreaking discovery in business and economics.

## INTEGRATION OF STEM AND BUSINESS

Every company today is a technology organization, and business leaders must understand how specific technologies can create a competitive advantage. Undergraduate programs in Integrated Business and Engineering and Business Analytics and Information Management, and the Master of Business and Technology, allow students to maximize Purdue's STEM brand and own the intersection of business and technology.

## TRANSFORMATIONAL STUDENT EXPERIENCE

Some of life's most important lessons aren't found in a book or lecture hall. Active transformational experiences like leadership immersion trips, case competitions, undergraduate research, corporate consulting and study abroad will produce critical thinkers who see and tackle the world's largest problems. Scholarships are vital to attract students who will soon thrive in a new building that fits our forward-looking culture and promotes active learning and design thinking.

## FREEDOM AND CAPITALISM

Many students are influenced by a culture that increasingly doubts the value that profitable businesses offer society. Daniels School students will learn that free markets have raised living standards tremendously since our country's inception. The Cornerstone for Business program exposes students to transformative texts with deep insights on the history, philosophy, and economic theory of market capitalism, and an annual symposium of thought leaders enhances the school's reputation in this space.

## POWERED BY BUSINESS PARTNERSHIPS

The Daniels School provides opportunities for industry partners and alumni to connect with students and faculty in order to provide solutions to business challenges of today and the future. Companies can upskill their workforce, identify potential new talent and benefit from the expertise of leading academics. The school also utilizes practitioners in the classroom who have "been there, done that," providing a perfect complement to school faculty.



Mitch Daniels School of Business

[www.business.purdue.edu](http://www.business.purdue.edu)