



BUSINESS AND TECHNOLOGY

With digital transformation, automation and artificial intelligence (AI) shaping the future, organizations need professionals adept at navigating the ever-changing landscape.

Our Master of Business and Technology (MBT) is designed to go beyond the traditional boundaries of business education, providing a holistic understanding of the business-technology nexus. You'll master technical skills aligned with emerging technological trends and develop the capacity to assess the viability, feasibility and desirability of business models. You'll know how to optimize existing models and ideate new ones.

The MBT prepares you to leverage emerging technologies and conceptualize yet-to-exist innovations while evaluating their ethical, social and economic implications. You'll hone your professional skills in leadership, change management and project management. You'll elevate your strategic decision-making, ethical and regulatory discernment and global business competence.

Set in a vibrant ecosystem for tech innovation, the Mitchell E. Daniels, Jr. School of Business MBT provides an interdisciplinary curriculum closely integrated with Purdue's world-class College of Engineering and an immersive learning experience with today's technologies and tomorrow's possibilities.

DEGREE EARNED	LENGTH	FORMAT	FEES
Master of Business and Technology	12 months beginning in August	Full-time, in-residence 36 Credit hours	View Current Rates

PROGRAM HIGHLIGHTS

\$122.8k

ESTIMATED
MEDIAN
STARTING
SALARY*

24%

SALARY GROWTH
SINCE SEPTEMBER
2021*

#4

IN THE U.S. FOR PATENTS
TOP 10 FOR 3 YEARS RUNNING
*U.S. Patent and Trademark Office,
2022*

#16

WORLD'S MOST
INNOVATIVE COMPANIES
Fast Company, 2023

*Data provided by Lightcast September 2021-September 2023

- Closely integrated with the #4 engineering school in the nation, the Daniels School of Business is the perfect place to blend technical expertise and business acumen.
- Students will master technical skills in advanced computing, emerging technological trends and their practical applications in business scenarios. They will integrate technology principles with business strategies to design innovative solutions addressing real-world challenges.
- Students will develop the capability to assess the viability, feasibility and desirability of technology-driven business models, analyzing existing business models and ideating new ones. They will design and execute technology solutions tailored to unique business contexts, ensuring scalability and sustainability.
- Learners will identify emerging opportunities in the business-technology interface and conceptualize innovative products, services or processes.
- Students will critically evaluate the societal and economic implications of technology-driven business decisions and advocate for ethically sound practices in technology adoption and business transformations.
- Learners will hone professional skills encompassing leadership, change management and project management, ensuring smooth technology integrations and transformations in businesses.

MORE INFORMATION

Graduate Programs Office | 765.494.0773 | businessgrad@purdue.edu
business.purdue.edu/master-of-business/master-of-business-and-technology/home



MASTER OF BUSINESS PROGRAMS

BUSINESS AND TECHNOLOGY

CURRICULUM

While an MBA trains business managers for competency across general management domains, the MBT has evolved in response to industries where technology has an outsized impact on the functions of the organization's products and processes.

Both the MBT and the MBA ensure managers have the requisite accounting, marketing and financial management, leadership, and negotiation skills. The general MBA serves non-technical managerial positions and industries. The MBT better serves technical specialists and engineers who have a passion for technologies and will take on leadership roles that are future forward, enhancing their business acumen and extending their technology knowledge depth.

Core Classes:

Our highly capable graduates will express both traditional business acumen and a deep understanding of technology, driven by developments like digital transformation trends, automatio, and artificial intelligence (AI).

- Accounting for Managers
- Capstone
- Computational Business Intelligence
- DevOps and Technology Solutions
- Digital Product Design
- Economic Analysis of Technology Markets
- Emerging Technologies and Business Models
- Financial Management
- Leadership
- Marketing Management
- Negotiations in Organizations
- Technology-Driven Business
- Technology Governance and Regulation
- Technology Strategy

Total Required Core Credits: 26

Electives/Focus Areas:

Students may take 10 credits in elective courses. Students have the freedom to tailor their experience to a specific area of interest to deepen a student's knowledge in a given field. A student may, however, decide not to pursue a specific focus area, but rather blend elective courses.

- AI Innovations
- Computational Finance
- Robotics and Automation
- Technology Commercialization

Total Required Elective Credits: 10

ANTICIPATED EMPLOYMENT PROFILE

ESTIMATED MEDIAN SALARY

\$122,800

TOP HIRING EMPLOYERS

Deloitte
Elevance Health
Amazon
Citigroup
Humana
Northrop Grumman
Capital One
Boeing
PricewaterhouseCoopers
Raytheon Technologies
Lumen Technologies
General Motors
Ernst & Young
Johnson & Johnson
Visa

TOP OPEN POSITIONS

Project Managers
Product Managers/Owners
IT Project Managers
Directors/Managers of Product
Business Systems Analyst/
Engineers
Cybersecurity Analysts/
Engineers
Technical Project Managers
Digital Product Managers
Directors/Managers of
Information Technology
Systems Analysts/Engineers

**Data provided by Lightcast September
2021-September 2023*



Technology has become an enabler of competitive advantage. This program develops future leaders who will thrive in the digital era, where every company is a technology company. Successful business leaders need to excel at how to ideate, innovate, come up with new business models and go to market with technology products."

MOHAMMAD RAHMAN

PROFESSOR OF MANAGEMENT

DANIELS SCHOOL CHAIR IN MANAGEMENT