



## Dr. Cornell A. Bell Business Opportunity Program

Established at Purdue University's Krannert School of Management in 1968, the Dr. Cornell A. Bell Business Opportunity Program (BOP) was the first program to increase diversity and give all students access to a world-class management education at a major business school. Under the longtime leadership of Dr. Bell, BOP grew into a program that recruits, enrolls, educates and provides support for both undergraduate and graduate students.

### How We Do It

BOP offers an array of services to graduate business students, including:

- Case competition sponsorship
- Conference support
- Internship and full-time employment search assistance
- Mentoring opportunities to undergraduate minority students
- A family environment and support system
- Networking opportunities with BOP alumni



*"Krannert provides unparalleled exposure to operational and leadership development opportunities. Among many skills, I learned to be agile in the way I approach and solve issues and that is a skill that I use daily."*

**Jody Banks, MBA '03, BOP Alumna**  
Director, Talent Operations and Diversity, Equity & Inclusion, The Chartis Group



*"The Krannert experience is amazing. I have learned to work in teams with people from different cultures from around the world. The staff is exceptional. The people here really go out of their way to help you."*

**Avery Jukes, MBA '16, BOP Alumnus**  
Brand Manager, The J.M. Smucker Company

### Program Notes

- Under Dr. Bell's leadership, Purdue's Business Opportunity Program gained national recognition as one of the most successful programs of its kind.
- Since its inception, BOP has provided opportunities for more than 1,400 Purdue University students.
- Top employers of recent BOP alumni include Accenture, General Motors, Intel, Microsoft, and PepsiCo.

**MORE  
INFORMATION**

**Business Opportunity Program**

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