THE PERSISTENT PURSUIT OF

BUSINESS INNOVATION

AT THE KRANNERT SCHOOL OF MANAGEMENT

PURDUE UNIVERSITY®

Smarter businesses. Better solutions. Bigger opportunities. They start at Purdue University.

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?

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.

MINING

THE NEXT GIANT LEAP

BUSINESS ANALYTICS AND INFORMATION MANAGEMENT

Business Analyst
Data Scientist
Database Manager
Application Software Developer

Be in the driver's seat of our data-driven economy. Bridge the gap between business goals and analytics efforts. Use insights from data analytics to produce business values.

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.

MANAGING
THE NEXT GIANT LEAP

FINANCE

Financial Analyst
Financial Developer
Business Analyst
Financial Planner

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.

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

Marketing Specialist
Sales Representative
Digital Marketer
Market Analyst/Researcher

Connect people to products and services. Conduct research, analyze findings, and meet consumer needs and wants. Choose target markets. Set distribution strategies. Analyze demand. Evaluate sales. Maximize profits. Work in a corporation, startup or nonprofit.

DELIVERING
THE NEXT GIANT LEAP

SUPPLY CHAIN OPERATIONS MANAGEMENT

Supply Chain Analyst
Sourcing & Procurement
Operations Specialist
Process Improvement Lead

Use analytical model building skills to make the best business decisions. Understand the latest business concepts and models for supply chain management. Hone strategic thinking skills.

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

TOGETHER

Uncovering new knowledge and possibility

Discover the robust opportunities and programs Krannert has to offer, connecting you to your next giant leap.

FIND YOUR FIT

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

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 weeklong 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

LARSEN LEADERS ACADEMY

The Marshall and Susan Larsen Leaders Academy (LLA) is Krannert's Direct Admit Program for undergraduates. LLA offers accelerated classes, applied learning experiences with industry, workshops, and leadership development opportunities to provide Larsen students with the professional presence sought by employers. 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.

KRANNERT.PURDUE.EDU/CENTERS/LARSEN-LEADERS-ACADEMY

CAREERBOUND

CareerBound is a new initiative for undergraduates that provides a personalized, data-driven roadmap for students to continuously improve their career readiness as they move through Krannert. Students use industry-recognized tools to measure and track their proficiency in several areas including critical thinking, communications, teamwork, professionalism, leadership, equity and inclusion, technology, and career and self-development.

Students develop skills competencies through a wide variety of co-curricular experiences and activities. These include study abroad trips, Career Treks, and case competitions as well as other experiential learning opportunities. Advisors routinely discuss CareerBound objectives and goals with students, and Krannert Professional Development Center staff provide coaching, career resources, and mentorship opportunities to students throughout their undergraduate program.

Through CareerBound, you will develop a portfolio of career-readiness skills and accomplishments that can be shared with prospective employers to help you land your first job and launch your career.

KRANNERT.PURDUE.EDU/CENTERS/CAREERBOUND

NANCY H. HANDEL STUDY ABROAD PROGRAM

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

CASE COMPETITIONS

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 do more than offer widely respected degrees — we help launch your career. More than 130 companies come to Krannert career fairs each fall and spring specifically to meet, interview and hire our students. As a Krannert student, you'll get individualized coaching to guide you through important steps like fine-tuning your resume, preparing for interviews, learning negotiation techniques, and more. But most importantly, the Krannert Professional Development Center can help you discover your passion and provide the resources you need to turn it into a fulfilling career. Let's get started.

KRANNERT.PURDUE.EDU/KPDC

CLOSER TOGETHER

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

PURDUE UNIVERSITY®

Krannert School of Management

krannert.purdue.edu
krannertundergrad@purdue.edu
765-496-0264

EA/EOU • KRN-005-2021 • Produced by Krannert Central Marketing and Communications