



Fiscal YTD Results: Cross-Channel Performance

TW, FB, IG, LI, YT	Performance	YoY % Change
Audience Total Impressions*	28,29,393	+71% YoY
Audience Total Followers	1,071,379	+16.2 YoY
Apparel Total Engagement	252,047	+88.3% YoY
Apparel Total Shares	85642	+320.8% YoY
Activity Total Posts	386	37.2% YoY

Bachelor of Science in

# ORGANIZATIONAL MANAGEMENT

**Become the Leader You Were Meant to Be With Our Online Degree**

You've got a comeback in you. Now's the time to gain the edge you need to move into management positions in a wide range of fields at Purdue Global. At our online university for working adults, you'll find a flexible bachelor's program that helps you develop the skills to move your career forward — from effective management and leadership techniques to in-demand technical skills, operations knowledge, and more.



# Why Study Online at Purdue Global’s Business School?

## Built for Working Adults

Complete courses online, without compromising your work or family schedule.

## Backed by the Power of Purdue

Earn a degree you can be proud of — and employers will respect. Achieve more in management-level positions with a name that opens doors in your career.

## A Curriculum Made for Career Comebacks

With 85 open elective credits, our degree lets you tailor your studies to your interests. We also offer 14 concentration areas that help you focus your degree plan as you see fit.

## Expert Faculty

Learn from management and education experts who are practicing professionals in the field. All faculty possess advanced academic degrees.

## Practical Experience You Can Count On

Don’t just go back to school — come back with the experience you need. Our faculty apply innovative learning techniques that prepare you to apply proven concepts, methods, and practices to real-world challenges

### An Education That’s Proven and Respected

Purdue Global is backed by Purdue University. One of the most prestigious universities in the world, Purdue ranked #16 overall and #1 in education among *Fast Company* magazine’s prestigious World’s Most Innovative Companies.<sup>1</sup>

# Program Outcomes Support Your Career Growth

UPSKILL IN MANAGEMENT AND SUPERVISORY COMPETENCIES	GET SUPPORT TRANSITIONING INTO A NEW FIELD
<ul style="list-style-type: none"><li>▪ Analyze organizational processes and procedures in a variety of business settings.</li><li>▪ Assess the roles that structure, management, and leadership play in organizational performance.</li><li>▪ Evaluate how economics, government, and law affect value creation in the global context.</li><li>▪ Evaluate information management, planning, operations, and control in business environments.</li><li>▪ Evaluate the role of accounting, finance, and marketing within the larger organizational structure.</li></ul>	<p>The skills you learn will take you far—whether you’re transitioning away from a service-oriented occupation and into a more business-related career, or want to go further in your current position. General Education Literacies and Professional Competencies are integrated throughout the program, making for a well-rounded education.</p>



# Curriculum

Specialized knowledge and expertise can prepare you for leadership roles in today's competitive business environments. Choose from any of the following concentrations while completing your Bachelor of Science in Organizational Management:

- Business development
- Construction management
- Decision management
- Financial analysis
- Global business
- Global marketing management
- Hospitality sustainability
- Human resources
- Information systems management
- Leadership
- Management
- Project management
- Sport entertainment management
- Supply chain management and logistics

Our courses are revised continually by our dedicated curriculum department and advisory board to ensure they reflect the most recent developments in the field of business.

## Courses Include

- |                  |  |                                |
|------------------|--|--------------------------------|
| ▪ Accounting     | ▪ Business Math and Statistical Measures | ▪ Organizational Communication |
| ▪ Management     | ▪ Management of Information Systems      | ▪ Business Law                 |
| ▪ Microeconomics | ▪ Operations and Supervision             | ▪ Organizational Management    |
| ▪ Finance        |  |                                |
| ▪ Marketing      |  |                                |

## Program Detail

**Credit Hours:** 180

**Program Length:** 2-4 years<sup>2</sup> (With transfer credit and other prior experience, the average completion time for Purdue Global bachelor's degree graduates in 2021-2022 was 2.1 years.)

**Course Load:** 2 courses per term

**Terms:** 10 weeks long

**Start Dates:** Throughout the year

**Delivery:** Online

## Additional Programs

- Bachelor of Science in Accounting
- Bachelor of Science in Business Administration
- Bachelor of Science in Finance
- Master of Science in Accounting
- Master of Business Administration
- Master of Science in Finance
- Master of Science in Management and Leadership





# Career and Networking Opportunities

## Industry Outlook<sup>3, 4</sup>

- Employment of General and Operations Managers is expected to grow 4.2% from 2022 to 2032.
- Employment of Medical and Health Services Managers is expected to grow 28% from 2022 to 2032.

## Career Outcomes

### Roles

- General and operations managers
- Fundraising managers
- Medical and health services managers
- Social and community service managers
- Managers, all other
- Financial specialists, all other

### Settings

- Corporate headquarters
- Not-for-profit agencies
- Federal, state, or local government agencies
- Health services companies
- Insurance companies
- Social services organizations
- Retail organizations
- Banking

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## Accredited by the Higher Learning Commission

Purdue Global is accredited by the Higher Learning Commission (HLCcommission.org), an institutional accreditation agency recognized by the U.S. Department of Education.

## The Center For Career Advancement

Our Career Specialists connect business students with job and networking opportunities and offer the following assistance:

- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Portfolio development to showcase your skills
- Assistance in building an online presence
- Job search and networking support
- Virtual career fairs
- 24/7 online access to job openings and career development tools

## Student Organizations and Honor Societies

- Business and Management Student Association
- Delta Mu Delta Honor Society



**Contact an Admissions Advisor at [844-PURDUE-G](tel:844-PURDUE-G) or visit [PurdueGlobal.edu](https://PurdueGlobal.edu).**

### IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit [Info.PurdueGlobal.edu](https://Info.PurdueGlobal.edu).

1 Most Innovative Companies Rankings: Sources: [www.fastcompany.com/most-innovative-companies/2023](https://www.fastcompany.com/most-innovative-companies/2023) and [www.fastcompany.com/90846988/most-innovative-companies-education-2023](https://www.fastcompany.com/90846988/most-innovative-companies-education-2023). Rankings apply to Purdue University West Lafayette and not Purdue Global.

2 The average completion time for Purdue Global online bachelor's degree students who graduated in the 2021–2022 academic year was 2.1 years. Source: Purdue Global Office of Reporting and Analysis, July 2022.

3 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, General and Operations Managers, <https://www.bls.gov/emp/tables/emp-by-detailed-occupation.htm>. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

4 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Medical and Health Services Managers, <https://www.bls.gov/ooh/management/medical-and-health-services-managers.htm>. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.