



Bachelor of Science in

# BUSINESS ADMINISTRATION

## Come Back and Move Your Business Career Forward

Whether you're pursuing new opportunities or enhancing your established career, an online bachelor's degree in business administration offers you the knowledge, technical skills, and decision-making abilities to make your comeback in a wide range of roles. At Purdue Global, you'll develop the management and leadership expertise you need to go further in your career, while earning a respected degree backed by the power of Purdue. You can focus your degree to your career goals with elective courses in 17 business concentration areas.



# Why Study Business Online at Purdue Global?

## 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 the business field with a name that opens doors in your career.

## Practical Experience You Can Count On

Gain relevant skills you can apply immediately and throughout your future career. You'll have the opportunity to lead projects, build teams, and study critical business fundamentals.

## Affordable Tuition

Lower the cost of your education through reimbursement options, military discounts, transfer credit, and more.<sup>1</sup> Our average bachelor's graduate saved nearly 50% on tuition with credit for prior learning.<sup>2</sup>

## Accelerate Your Career With ExcelTrack®

ExcelTrack® is personalized learning that gives you more control over your education, getting you to the same degree faster and for less money.

## Experience Counts as Credit

It's time to get the credit you deserve. Transfer up to 75% of your undergraduate degree requirements to graduate sooner and save on tuition. You can use prior academic, work, and military experience for credit.

## Expert Faculty

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

## Personal Support

Work directly with faculty through online discussion boards and seminars, and enjoy no-cost individual tutoring. In addition, academic and career advisors are dedicated to helping you balance school with your career and life responsibilities.

## Introductory Trial Period

Make sure online learning at Purdue Global is right for you. Enroll in the University and try our undergraduate classes for 3 weeks — before you owe any tuition. That's the Purdue Global Commitment.<sup>3</sup>

# Take the Next Step in Your Education and Career

BUILD THE CORE SKILLS AND COMPETENCIES THAT EMPLOYERS DEMAND		GRADUATE PROGRAM PATHWAY
<ul style="list-style-type: none"><li>Leadership and management</li><li>Critical thinking</li><li>Communications</li><li>Technical competencies</li></ul>	<ul style="list-style-type: none"><li>Ethics</li><li>Globalism</li><li>Team building</li></ul>	Earn your master's degree in less time with a graduate program pathway. You'll take graduate-level courses while completing your bachelor's degree and get a head start on your master's program. View the University Catalog for more information. <sup>4</sup>

## Concentration Areas

Customize your degree plan to develop specialized expertise. We offer many concentrations aligned to current industry demand:

- Aviation Management
- Business Development
- Construction Management
- Digital and Social Media Management
- Financial Analysis
- FinTech
- Global Marketing Management
- Hospitality Sustainability
- Human Resources
- Information Systems Management
- Management
- Procurement
- Project Management
- Real Estate
- Sport Entertainment Management
- Supply Chain Management and Logistics
- Wealth Management and Financial Planning

# Curriculum

The coursework helps you develop communication and critical-thinking skills as well as technical competencies to become an effective business leader. The curriculum is reviewed and revised continually by our dedicated curriculum department and advisory board to ensure it reflects the most recent developments in the field of business.

## Business Course Topics Include:

- Accounting
- Macroeconomics and microeconomics
- Global business
- Business math and statistics
- Management
- Human resource or small business management
- Finance
- Marketing
- Business law and ethics
- Quantitative analysis
- Organizational behavior
- Business process/operations management
- Managerial economics
- Management policy and strategy

## Fast-Track Your Learning, One Competency at a Time

Discover a more flexible, affordable way to earn your Purdue Global degree with ExcelTrack®. This program empowers you to move faster through topics you've already mastered and focus only on what you need to learn. Each ExcelTrack® course is a single credit, covering one competency.

Note: concentrations are not available in the ExcelTrack® program.

## Program Detail

**Credit Hours:** 180

**Completion Time:**

**Traditional Program:** 2-4 years. Purdue Global online bachelor's degree graduates have an average completion time of just over 2 years due to transfer credit and other prior experience. Speak with your Advisor to learn how your prior learning may impact your time to completion.<sup>7</sup>

**ExcelTrack®:** Self-paced to help you graduate sooner

**Course Load:**

**Traditional Program:** 2 courses per term

**ExcelTrack®:** As many as you can complete with a "B" or higher on your final assessment

**Terms:** 10 weeks long

**Start Dates:** Throughout the year

**Delivery:** Online

## Additional Programs

- Master of Business Administration
- Master of Science in Management and Leadership
- Master of Science in Accounting
- Master of Science in Finance
- Master of Business Administration (MBA) and Master of Science in Finance (MSF) Dual Degree Option
- Bachelor of Science in Accounting
- Bachelor of Science in Finance
- Bachelor of Science in Organizational Management
- Bachelor of Science in Marketing
- Bachelor of Science in Human Resource Management

## 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>5</sup>



This program is accredited by the **Accrediting Council for Business Schools and Programs (ACBSP)**. For more information on Purdue Global's ACBSP accreditation, visit [www.acbsp.org](http://www.acbsp.org).

**The Society for Human Resource Management (SHRM)** has acknowledged that the human resources concentration fully aligns with the SHRM's *HR Curriculum Guidebook and Templates*.

“Professors made themselves available, no matter what time it was, to help me. They helped me understand my learning style and by adopting that it made comprehending everything much easier.”

**Wendy Posella**  
**Bachelor of Science in Business Administration Graduate<sup>8</sup>**

# Career and Networking Opportunities

## Industry Outlook<sup>9</sup>

- It is expected that more than 942,500 additional business professionals will be needed between 2024 and 2034.
- The demand for several business and finance professions will be fueled by globalization, a growing economy, a complex tax and regulatory environment, technological advances, and increased usage of data and market research.
- A bachelor's degree is considered required entry-level education for most business and finance occupations.

## Career Pathways and Outcomes<sup>10</sup>

### Roles

- Project manager
- Financial analyst
- Web commerce manager
- Operations planner or analyst
- General or operations manager
- Sales manager
- Social and community services manager
- Cost estimator
- Management analyst

### Settings/Industries

- Marketing
- Finance or banking
- Human resources
- Accounting
- Real estate
- Health care
- Manufacturing
- Service organizations
- Government agencies

## 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

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



## Purdue Global Is Accredited by the Higher Learning Commission

The HLC (HLCCommission.org) is a regional accreditation agency recognized by the U.S. Department of Education.

## Military Friendly

We offer reduced tuition rates for servicemembers, veterans, and spouses.

**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 Terms and conditions apply. Contact an Admissions Advisor for details.
- 2 Purdue Global online bachelor's degree students who graduated in 2024–2025 and applied eligible prior learning (transfer, experiential, or credit by exam) credits received an average of 85 credits toward their degree. Purdue Global does not guarantee transferability of credit. See University Catalog for the Prior Learning policy. Source: Office of Reporting and Analysis, 2024–2025 academic year.
- 3 Students who inform Purdue Global they do not wish to pursue the program during the 3-week trial will not be charged. Students who choose to continue at Purdue Global will be billed for the full first term's tuition, including the 3-week trial, and will need to meet other specific requirements. Classes will be applied toward a degree if satisfactorily completed and students select to continue their studies at Purdue Global. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Graduate programs and BS in Professional Flight not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog.
- 4 Estimated graduation date is based on the assumption that you will enroll in time to begin classes on the next upcoming start date, will remain enrolled for each consecutive term, and will maintain satisfactory academic standing in each term to progress toward completion of your program. Completion time is based on a full-time schedule. Programs will take longer for part-time students to complete.  
To start a Graduate Program Pathway, students should consult with their Student Advisor to confirm eligibility. Not all Graduate Program Pathways are available on all tracks, and some may require students to meet academic standards to continue taking graduate courses in their bachelor's degree program. Visit the University Catalog for more information.
- 5 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.
- 6 ExcelTrack® is designed to advance your progress based on existing knowledge; however, degree pace and time and cost savings will vary by individual. Students must enroll in a minimum number of credits per term to remain eligible for financial aid. Refer to the Financial Information section of the University Catalog for additional information. Program includes a traditional 6-credit capstone; however, tuition is charged at the ExcelTrack® rate.
- 7 Average completion time for Purdue Global online bachelor's degree graduates is based on the most recent academic year, updated annually, for which data is available. Source: Purdue Global Office of Reporting and Analysis.
- 8 This testimonial was obtained by Kaplan University. Purdue University acquired Kaplan University in March 2018 and created Purdue Global, which is following the same curriculum format and instructional delivery methods as developed and used by Kaplan University. The views and opinions expressed are those of the individual; student experiences may vary.
- 9 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Business and Financial Occupations. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.
- 10 Purdue Global does not guarantee employment or career advancement. Certain positions/industries may require further certification and/or licensing by individual states. This program was not designed to meet any specific state's requirements for licensure or certification, and Purdue Global makes no representations or warranties as to whether the degree or any individual courses meet such requirements. In addition, job titles and responsibilities may vary by organization.