

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION



DEVELOP THE SKILLS TO BECOME AN EFFECTIVE BUSINESS LEADER

Whether you're starting a new career or want to advance, an online bachelor's degree in business administration from Purdue University Global will equip you with the knowledge, technical skills, and decision-making abilities that prepare you for a wide range of career paths. The degree curriculum includes a solid foundation in management, helping you develop highly effective teamwork and leadership expertise. You can focus your degree plan with elective courses in 14 business concentration areas.

WHY STUDY BUSINESS ONLINE AT PURDUE GLOBAL?

PRACTICAL FOCUS

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 our Tuition Cap, military discounts, employer reimbursement options, transfer credit, and more.¹ The average Bachelor of Science in Business Administration graduate with transfer credits saves over 40% on tuition.²

EXCELTRACK™ DEGREE OPTION

Work at your own pace for a faster, more affordable path to your degree.

ONLINE FLEXIBILITY FOR WORKING ADULTS

Earn your degree 100% online, on your schedule. You can also visit one of our regional locations to take advantage of local, onsite support and services.

CREDIT FOR PRIOR LEARNING AND EXPERIENCE

Graduate sooner by transferring in up to 75% of the credits needed to graduate.

FACULTY EXPERTISE

Learn from practicing professionals with extensive experience in business and education. All professors possess advanced academic degrees.

ONE-ON-ONE MENTORING

Work directly with faculty during online discussion boards and faculty office hours, 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 classes for 3 weeks before you owe any tuition. That's the Purdue Global Commitment.³

NATIONALLY RANKED AND RESPECTED

Purdue Global is part of the respected Purdue University system. One of the most prestigious research universities in the world, Purdue University is ranked in the top 10 best public universities in the U.S. by *The Wall Street Journal/Times Higher Education*.⁴

TAKE THE NEXT STEP IN YOUR EDUCATION AND CAREER

Build the Core Skills and Competencies That Employers Demand

- Leadership and management
- Critical thinking
- Communications
- Technical competencies
- Ethics
- Globalism
- Team building

Get a Head Start on Your MBA

Our accelerated MBA option allows you to complete graduate-level courses as part of your undergraduate degree, shortening your Purdue Global MBA program by five courses.⁵

CONCENTRATION AREAS

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

- Accelerated MBA Option
- Financial Analysis
- Human Resources
- Information Systems Management
- Investments
- Management
- Marketing
- New Media/Internet Marketing
- Procurement
- Project Management
- Real Estate
- Sales Management
- Supply Chain Management and Logistics
- Wealth Management

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

DISCOVER EXCELTRACK™: A FASTER, MORE AFFORDABLE WAY TO EARN YOUR BACHELOR'S DEGREE

If you're self-motivated and want more control over your learning style and schedule, the ExcelTrack™ Bachelor of Science in Business Administration was made for you. This competency-based degree program is a more flexible way to earn the same Purdue Global bachelor's degree—only faster and for less.⁶

With ExcelTrack™, you have the freedom to speed up or slow down your learning based on your schedule and personal learning path. Move quickly past the topics you know and focus only on skills you need to learn.

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

PROGRAM DETAIL

Credit Hours: 180 (+40 for Accelerated MBA)

Program Length:

Traditional Program: 2–4 years⁷

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, with optional local internship

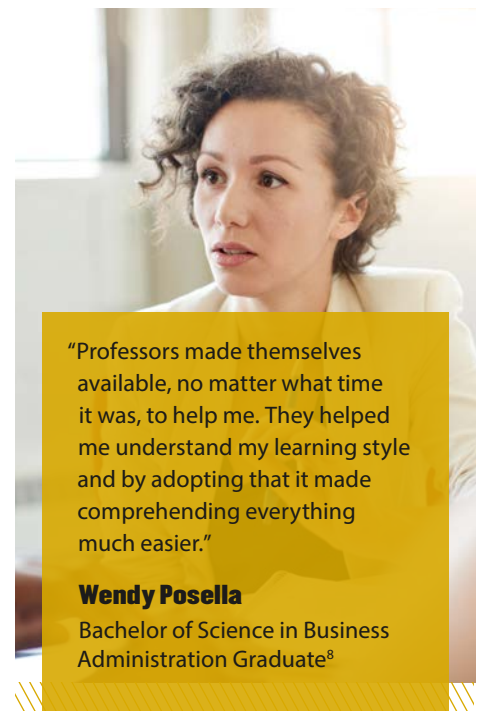
ADDITIONAL PROGRAMS

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



Purdue Global business programs are accredited by the **Accrediting Council for Business Schools and Programs (ACBSP)**.

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 Graduate⁸

CAREER AND NETWORKING OPPORTUNITIES

INDUSTRY OUTLOOK⁹

- It is expected that more than 750,000 additional business professionals will be needed between 2016 and 2026.
- 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 OUTCOMES¹⁰

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

CAREER SERVICES

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

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



Purdue Global Is Accredited by The Higher Learning Commission

This accreditation covers all academic programs, all regional locations, and all programs provided via distance education. Contact the HLC at HLCcommission.org or call 800-621-7440.

Military Friendly

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

This accolade was awarded prior to the March 2018 purchase of Kaplan University by Purdue University and subsequent creation of Purdue University Global. Purdue Global cannot guarantee future accolades.



Contact an Admissions Advisor at **844-PURDUE-G** or visit **www.PurdueGlobal.edu**.

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer and gainful employment information, visit Info.PurdueGlobal.edu.

1 Terms and conditions apply. Contact an Admissions Advisor for details.

2 Based on Kaplan University Bachelor of Science in Business Administration graduates from 2013-2017 who entered their program with eligible transfer credits. Note: these data were reported prior to the March 2018 purchase of Kaplan University by Purdue University and subsequent creation of Purdue University Global. Tuition savings calculated as 79 quarter credit hours x \$371.00 = \$29,309.00. Individual savings will vary. Purdue Global does not guarantee transferability of credit. Future transfer credit savings are subject to review and the academic policies of Purdue Global. See the University Catalog for the Prior Learning Assessment policy.

3 No financial obligation beyond the application fee. Classes count toward a degree if satisfactorily completed. 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. Students who choose to continue their studies at Purdue Global will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog.

4 Source: www.timeshighereducation.com/rankings/united-states/2018. Rankings apply to Purdue University – West Lafayette and not to Purdue Global.

5 The University cannot guarantee that students will be granted admission to any future programs. Speak to an Advisor about transfer credit opportunities and see the University Catalog for the Prior Learning Assessment policy.

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 Purdue Global online bachelor's degree students who graduated in the 2017–2018 academic year and applied eligible external (transfer, experiential, or credit by exam) credits earned an average of 82 credits or 8 terms toward their total degree. This excludes undergraduate nursing students. Term estimates are based on completion of two 5- or 6-credit courses per term. Individual credits earned will vary. Please see the University Catalog for Purdue Global's Prior Learning Assessment policy. Source: Purdue Global Office of Records Analysis and Reporting.

8 This testimonial was obtained by Kaplan University. Purdue University acquired Kaplan University in March 2018 and created Purdue University 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 cannot 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.