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 Our average bachelor’s graduate saves 44% on tuition with credit for prior learning.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

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<th>Build the Core Skills and Competencies That Employers Demand</th>
<th>Get a Head Start on Your MBA</th>
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<td>• Leadership and management</td>
<td>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</td>
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<td>• Critical thinking</td>
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<td>• Communications</td>
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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
• Investment
• Management
• Marketing
• New Media/Internet Marketing
• Procurement
• Project Management
• Real Estate
• Sales Management
• Supply Chain Management and Logistics
• Wealth Management
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.

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 (+45 for Accelerated MBA)

**Program Length:**
- *Traditional Program:* 2–4 years
- *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

This program is accredited by the Accrediting Council for Business Schools and Programs (ACBSP). For more information on Purdue University Global’s ACBSP accreditation, visit 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

Purdue University Global | Bachelor of Science in Business Administration
CAREER AND NETWORKING OPPORTUNITIES

INDUSTRY OUTLOOK
- 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 OUTCOMES

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
- 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 HLCommission.org or call 800-621-7440.

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

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