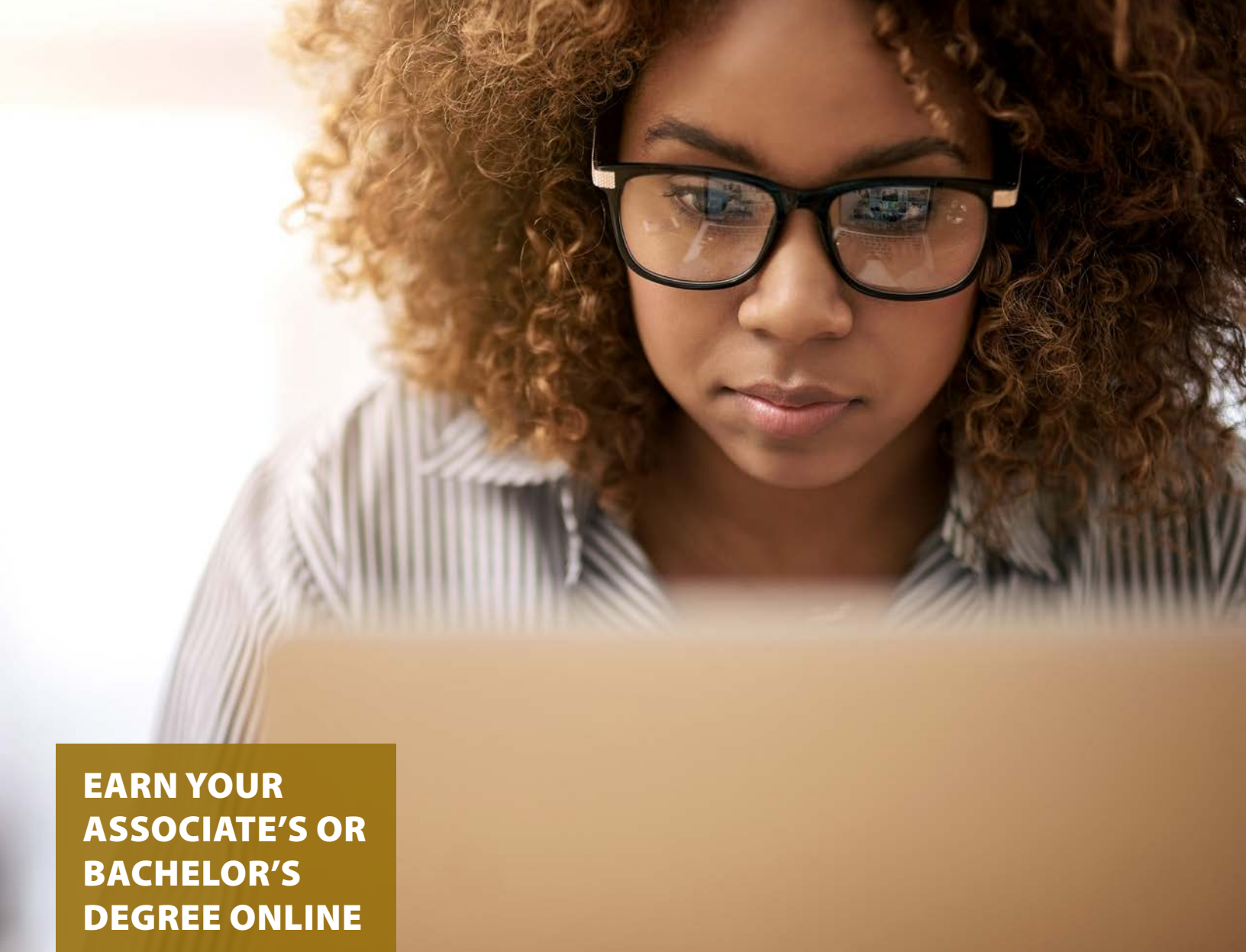


SCHOOL OF BUSINESS AND INFORMATION TECHNOLOGY

BUSINESS UNDERGRADUATE PROGRAMS



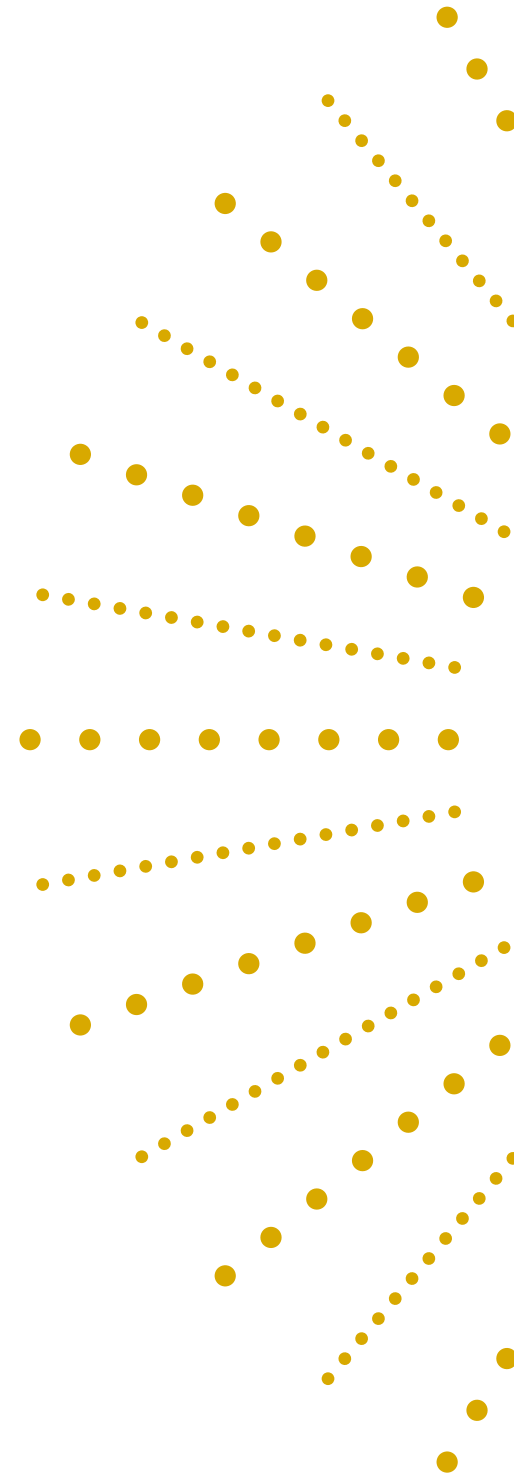
**EARN YOUR
ASSOCIATE'S OR
BACHELOR'S
DEGREE ONLINE**

PURDUE GLOBAL
UNIVERSITY®



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LETTER FROM THE DEAN

At Purdue University Global's School of Business and Information Technology, we know that it takes more than a degree to be successful in your career. Our goal is to help you gain both the knowledge and the skills to pursue career advancement. Our faculty members are dedicated teachers and experienced professionals, bringing you real-world expertise from the business frontier. Our courses emphasize development of project management, communication, decision-making, teamwork, and problem-solving skills—all keys to a successful career.

The School of Business and Information Technology offers you opportunities to network and interact with students, faculty, and industry leaders. Purdue Global offers a wide variety of student clubs and honor societies, including prestigious groups such as Ambassadors and Leaders, Golden Key International Honour Society, and the Business and Management Student Association.

I am very proud of our business programs. If you are looking for the right blend of practical skills and knowledge to help you advance your career, you have found the right place. I look forward to welcoming you.



THOMAS BOYD, PHD

DEAN AND VICE PRESIDENT, PURDUE UNIVERSITY GLOBAL
SCHOOL OF BUSINESS AND INFORMATION TECHNOLOGY



MEET THE DEAN Dr. Thomas Boyd

PhD, University of North
Carolina at Chapel Hill

MBA, Florida Atlantic
University

BS, Oakland University
(Michigan)

As the dean and vice president of the School of Business and Information Technology, Dr. Boyd oversees strategic academic and administrative objectives and leads initiatives to create agile, technology-enabled, competency-based programs for the University.

After leaving his job as a product manager at Motorola, Inc., Dr. Boyd received his PhD from the University of North Carolina at Chapel Hill and taught courses in consumer behavior, business-to-business marketing strategy, and sports marketing. Of specific interest to Dr. Boyd is his study of sports fans for which he has been quoted in over 100 mainstream publications. In recent years, he has also focused much of his research on pedagogy, where he examines ways to make the student team project experience more productive.

Previously, Dr. Boyd completed a project that examined the sponsor relationships of NASCAR and how the organization delivers unique value to sponsors. He has won numerous teaching, research, and service awards, including the 2010 Faculty of the Year award from the Mihaylo College of Business and Economics (CBE) at California State University, Fullerton, where he was a professor of marketing, the associate dean for academic programs, and a member of the board of governors of the University Foundation.

THE SCHOOL OF BUSINESS AND INFORMATION TECHNOLOGY AT PURDUE GLOBAL

A DEGREE THAT WORKS FOR YOU

What good is knowledge if you can't apply it in the real world? At Purdue Global's School of Business and Information Technology, we focus on developing skills to deliver real results in the business world: negotiate a deal, create a business plan, network with industry professionals, and communicate effectively. Whether your focus is accounting, human resources, or new media, our goal is to help you build the business skills that will support your career goals.¹

WHY PURDUE GLOBAL?

Concentrations: Build specialized skills and knowledge by selecting courses that best fit your desired career path.

Business Fundamentals: Study decision-making, managing human capital, strategy, processes, logistics, and technology.

Professional Strategies: Develop networking, negotiation, leadership, professionalism, teamwork, personal branding, coaching, and mentoring skills—skills you could put to use for immediate and long-term career results.

Trial Period: We stand behind our academic quality. The Purdue Global Commitment allows you to attend classes for an introductory period with no tuition obligation beyond the nonrefundable application fee.²

Support: Get the assistance you need, when you need it. Work with faculty, Career Services, and a host of other support staff who guide you from day one to graduation.

ACCREDITATION AND APPROVALS

ACCREDITED BY ACBSP

Programs in the School of Business and Information Technology have received programmatic accreditation from the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP accreditation includes the following programs:



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

For more information on Purdue Global's ACBSP accreditation, visit www.ACBSP.org.

SHRM ALIGNMENT

The Society for Human Resource Management (SHRM) has acknowledged that the human resources concentrations in the following business degree programs fully align with SHRM's *HR Curriculum Guidebook and Templates*:

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

SHRM is the world's largest association devoted to human resource management. The Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 250,000 members in over 140 countries and more than 575 affiliated chapters.

ACADEMIC PROGRAMS

Carve out your area of expertise. Our programs provide a general knowledge base enhanced by concentrations—groupings of courses that provide knowledge and skills specific to your chosen field. Whether you are preparing for a management position or looking to otherwise advance your career, graduates of our programs go on to succeed in fields such as marketing, finance, human resources, and accounting.¹ Personalize your education by choosing courses that target your desired career path.

BACHELOR OF SCIENCE IN ACCOUNTING

Our bachelor's degree program in accounting is designed to help you:

- Apply the conceptual framework of the Generally Accepted Accounting Principles (GAAP) to business applications.
- Create statements and measures of assets, liabilities, equities, revenues, and expenses of business entities.
- Understand taxation of individuals and businesses.
- Evaluate financial reports and make recommendations based on these reports.
- Compose communications required for accounting professionals.

CONCENTRATIONS

- Auditing/Forensic Accountancy
- Managerial Accountancy
- Public Accountancy
- Tax Accountancy

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Our bachelor's degree program in business administration is designed to help you:

- Evaluate information management, planning, and control in business environments.
- Analyze organizational processes and procedures in a variety of business settings.

- Synthesize appropriate principles, concepts, and frameworks for making ethical decisions.
- Assess the roles that structure, management, and leadership play in organizational performance.
- Evaluate how economics, government, and law affect value creation in the global context.

CONCENTRATIONS

- 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

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

If you're self-motivated and you 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 money.³

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.

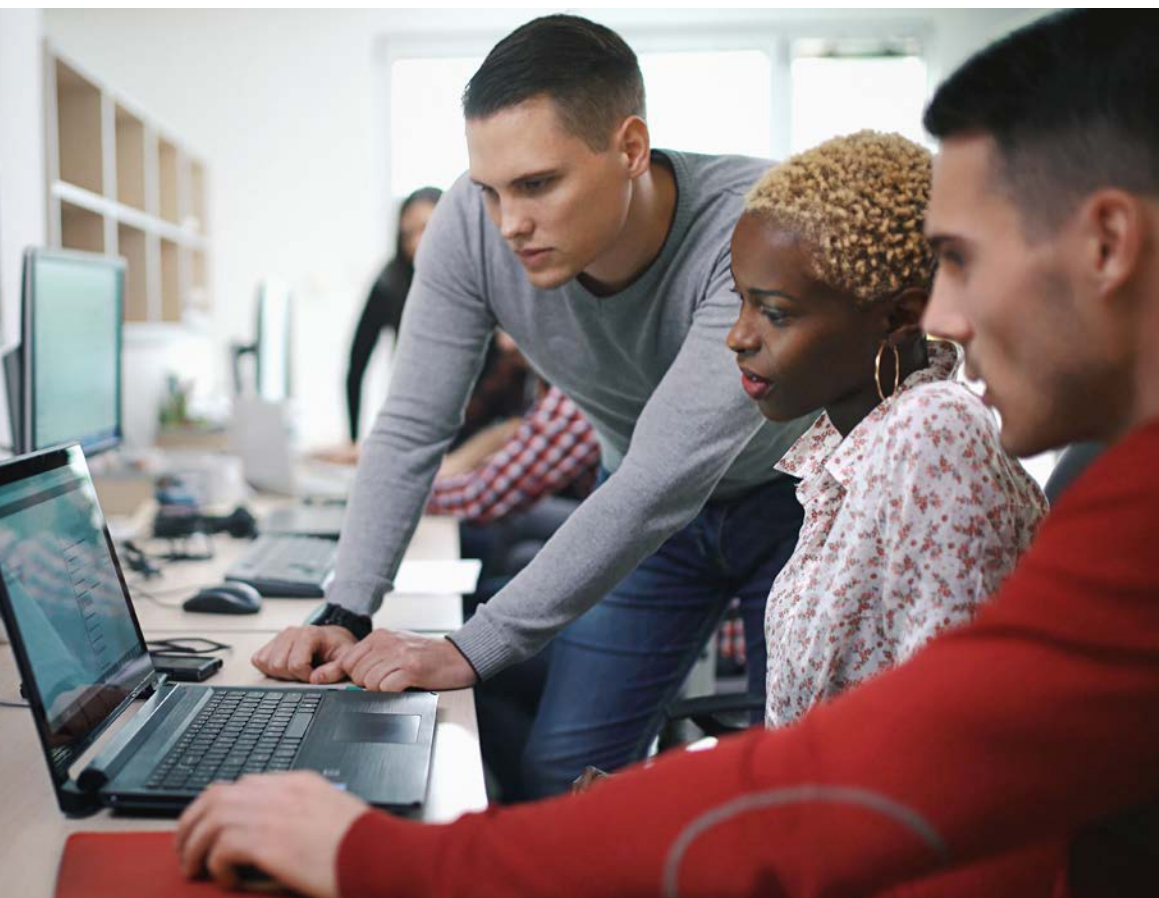
BACHELOR OF SCIENCE IN FINANCE

The Bachelor of Science in Finance is a rigorous program designed to help you:

- Gain technical knowledge and skills in a range of financial areas.
- Acquire an understanding of factors that influence financial decision-making.
- Develop/implement critical thinking skills to solve in-depth financial problems.

CONCENTRATIONS

- Accelerated Master of Science in Finance Option
- General Finance
- Investments
- Real Estate
- Wealth Management





ASSOCIATE OF APPLIED SCIENCE IN ACCOUNTING

Our associate's degree program in accounting is designed to help you:

- Recognize the impact of state and federal laws and regulations on business.
- Define the various tasks and responsibilities of managers in organizations.
- Recognize basic financial and accounting data that influence business activities.
- Analyze financial data and demonstrate the ability to make informed financial decisions.
- Identify solutions to various accounting business demands by applying Generally Accepted Accounting Principles (GAAP).
- Use technology and software applications appropriate to business environments.

ASSOCIATE OF APPLIED SCIENCE IN BUSINESS ADMINISTRATION

Our associate's degree program in business administration is designed to help you:

- Recognize the impact of state and federal laws and regulations on business.
- Define the various tasks and responsibilities of managers in organizations.
- Discuss marketing principles used in business strategies.
- Use technology and software applications appropriate to business environments.
- Recognize human resource concepts and activities.
- Apply basic economic, finance, and accounting principles to organizational environments.

CONCENTRATIONS

- Business
- Customer Service
- Entrepreneurship
- Health Club Operations
- Hospitality Management
- Information Processing
- Meeting and Event Planning
- Office Management
- Retail Management
- Sales
- Small Business Management

UNCOMPROMISING SUPPORT

Purdue Global students receive personal academic support from day one to graduation. From a highly engaged faculty to technical support, you have access to the assistance to help you achieve your academic goals.

STUDENT SUPPORT

Student support staff provide the following types of individualized support:

- Access to resources and tools
- Degree planning and selection of concentration areas
- Answers to questions about your program
- Motivation to stay on track to graduation
- Course selection and registration
- Helping you handle issues before they become problems

CAREER SERVICES

Career Specialists emphasize the practical, tangible steps you can take for results in the real world. Career Services offers:

- Career planning to ensure a personalized approach to pursuing your career goals
- Résumé and cover letter reviews, mock interview assistance, and networking advice
- 24/7 availability of the Career Services portal on Purdue Global Campus, which includes job postings and career services tools
- On-demand access to relevant information on résumé writing, interviewing, networking, and more
- A mentoring program to help connect you with alumni in your field

TUTORING SERVICES AND ACADEMIC SUPPORT CENTERS

Purdue Global offers rich academic support through a suite of tutoring services. Our Writing Center, Math Center, Technology Center, Science Center, and Business Center provide subject-specific assistance. Depending on the center, services include:

- Live tutoring for one-on-one support from professors and professional tutors
- Subject support including an essay review service
- Workshops covering a wide range of topics
- Podcasts, self-paced tutorials, and additional resources

CENTER FOR DISABILITY SERVICES

The Center for Disability Services is responsible for the coordination of services for students with disabilities. Students seeking reasonable and appropriate accommodations may request, through student support staff, to be placed in contact with the Center for Disability Services. Students may also directly contact the Center for Disability Services.

Schedule and Start Dates

We've found that traditional fall and spring start dates don't exactly meet the needs of our student population. For your convenience, start dates occur throughout the year.

FACULTY HIGHLIGHTS

Purdue Global business faculty members have significant professional experience in their fields in addition to their academic credentials. They bring knowledge gained through the powerful combination of higher learning and industry experience.

- Nearly all of Purdue Global's 2,114 faculty members (94%) have an advanced academic degree; 43% hold a doctorate.⁴

- Our faculty is dedicated to teaching and committed to student success.
- Faculty members have academic training and professional experience within their specific disciplines.
- All full-time faculty members include scholarship and research as part of their annual development plan, which helps ensure their expertise stays up-to-date for the classroom.



Dr. Catherine Flynn

Doctor of Business Administration,
Colorado Technical University

Master of Arts and Bachelor of Arts
in English, Western State College
of Colorado

Dr. Catherine Flynn has been teaching at Purdue Global (formerly Kaplan University) since 2002 and brings a wealth of professional experience as an editor, journalist, manager, and director of distance learning. Her research interests include business writing and communications.

Dr. Flynn notes that Purdue Global provides faculty and students with an opportunity to expand their education beyond the confines of the classroom, building knowledge in a student-centered environment. She describes Purdue Global students as highly motivated, focused, and committed to their education and careers. In addition to teaching at Purdue Global, Dr. Flynn has taught at Colorado School of Mines, the University of New Mexico, and Western State College of Colorado.

“Immerse yourself in the profession through local and national organizations as this helps you stay up-to-date and creates networking opportunities.”

REBECCA HERMAN, FACULTY MEMBER

School of Business and Information Technology⁵





Dr. Steven Cates

Doctor of Business Administration,
Nova Southeastern University

Master of Business Administration,
Northern Illinois University

Bachelor of Science in Business
and Economics, University of
North Carolina

Dr. Steven Cates has more than 30 years of human resources managerial experience. He has worked as an executive for Fortune 500 companies including Burlington Industries, Able Engineering, Kroehler Manufacturing Company, and Philip Morris. Prior to joining Purdue Global, Dr. Cates taught at Valdosta State University, Averett University, and Nova Southeastern University.

His research interests include employment discrimination, employment/labor law, and stereotyping and its effects on marketing relationships. Dr. Cates has presented over 40 research papers at leading conferences around the world, and has also published articles in leading journals on the topics of strategic human resource management.

FACULTY PUBLICATION CREDITS

Our faculty members are active in their fields and in education, publishing frequently and staying current on the latest thought and research in their industries. As part of an intellectually vibrant community, you could benefit from well-informed instructors who bring the contemporary world of business and academia into your classroom. Peer-reviewed publication credits include:

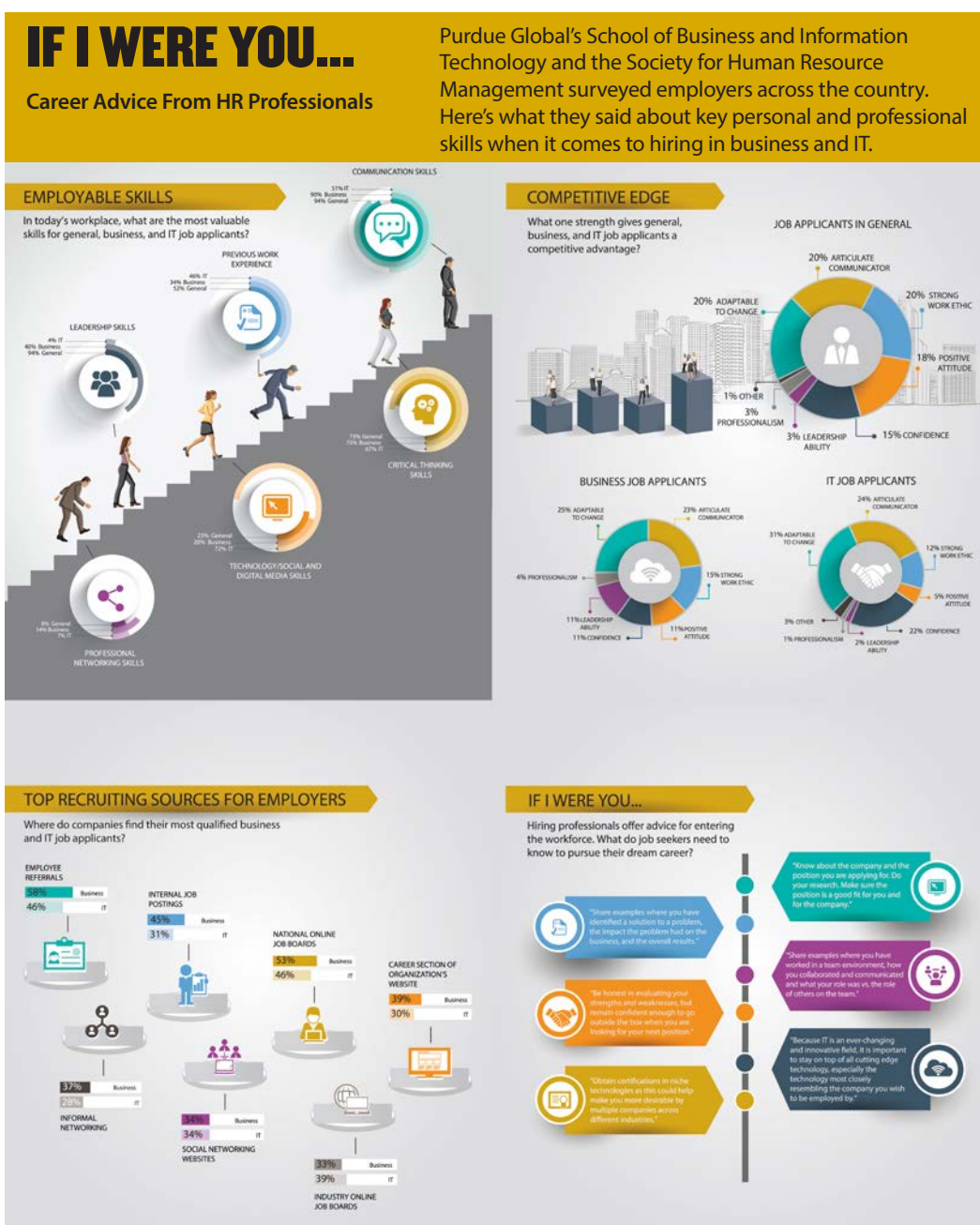
- *American Journal of Business*
- *China–USA Business Review*
- *Journal of Academy of Business and Economics*
- *American Journal of Business Education*
- *Journal of the Academy of Finance*
- *The Journal of the Academy of Economics and Finance*
- *Manager’s Journal on Management*
- *Research in Higher Education Journal*
- *MERLOT Journal of Online Learning and Teaching*
- *Insights to a Changing World Journal*
- *The International Academy of Business and Public Administration Disciplines*

CAREER ADVICE FROM HR PROFESSIONALS

COMMUNICATION SKILLS RANK HIGHEST AMONG EMPLOYERS

The Student Advisory Report from the School of Business and Information Technology, in collaboration with the Society for Human Resources Management (SHRM), focuses on insights from top employers across various industries.

HR professionals from across the country weighed in on the key personality attributes and professional skills they look for when hiring individuals to fill business and information technology (IT) positions. Some of the key findings are illustrated in the infographic.



Based on a 2014 survey of more than 3,000 Society for Human Resource Management members. Survey was conducted prior to the March 2018 purchase of Kaplan University by Purdue University and subsequent creation of Purdue University Global.

PAYING FOR SCHOOL

EXPLORE YOUR FINANCIAL OPTIONS BEFORE YOU MAKE ANY DECISIONS

FINANCIAL AID

Our Financial Aid Office works with you from enrollment to graduation to ensure you understand your financial options and to help you plan the most efficient use of financial resources. We will help you craft a personalized financial plan that meets your particular needs.

Prior to enrolling at Purdue Global, you are encouraged to explore all available financial options, including employer tuition benefits, military tuition assistance, and tuition reductions.

Financial aid is available to those who qualify. Financial aid awards vary depending on individual student eligibility and need.

LOANS (SUBJECT TO ELIGIBILITY REQUIREMENTS)

- Subsidized Federal Stafford Loan
- Unsubsidized Federal Stafford Loan
- Federal PLUS Loan
- Alternative Loans

OTHER AGENCIES AND PROGRAMS FOR ELIGIBLE STUDENTS

- Promise Jobs
- Veterans Administration Benefits
- Division of Vocational Rehabilitation
- Workforce Investment Act⁶
- Defense Activity for Non-Traditional Education Support (DANTES)

TRY OUR CLASSES BEFORE YOU OWE ANY TUITION

WE STAND BEHIND OUR ACADEMIC QUALITY

Purdue Global wants you to make an educated decision about your education. As a new undergraduate student, the Purdue Global Commitment gives you a chance to experience real classes before deciding if you will stay and pursue your studies. If you withdraw during the introductory period, you will have no financial obligation beyond the application fee.²



MILITARY OVERVIEW

SUPPORTING MILITARY MEMBERS, VETERANS, AND THEIR SPOUSES

If you or your spouse served in the U.S. Armed Forces, Purdue Global provides support to help you reach your educational and career goals—whether military or civilian.

- Reduced tuition for servicemembers, including National Guard and Reserve, spouses, and veterans
- College credit for DANTES/CLEP exams and eligible military occupations or training
- Specially trained staff within our Military Student Support Center who understand military culture, procedures, and complex military educational benefits
- Compliance with Executive Order 13607, establishing principles of excellence for educational institutions serving servicemembers, veterans, their spouses, and other family members
- Special deployment policies if you must drop a course or take a leave of absence due to a deployment or change of orders



Note: 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.

CREDIT FOR PRIOR LEARNING

The knowledge and skills you already have could help you save time and money on your degree. Purdue Global offers several pathways to help you earn credit for your prior learning⁷:

- Transfer of eligible credits earned at an accredited institution
- College credit opportunities for work and life experiences
- Competency assessments to earn course credit
- Credit for eligible professional certifications
- PME2Degree™ program that awards college credit for military training

To apply for credit, you must first submit official transcripts, course descriptions, and supporting documentation to the Office of the Registrar. Visit Catalog.PurdueGlobal.edu for the Prior Learning Assessment policy.

ABOUT PURDUE GLOBAL

Building on Purdue's mission to provide greater access to affordable, world-class education, Purdue University Global delivers a fully personalized online experience that's tailored to working adults. By opening the doors to adults who need flexibility to fit learning into their busy lives, we make it possible to achieve a high-quality education from a prestigious university system—completely online.⁸

Purdue Global offers 180 online programs at the associate's, bachelor's, master's, and doctoral levels, with courses taught by highly respected faculty members who are experts in their fields. Our dedicated faculty and support teams are here every step of the way to help you achieve your goals, providing one-on-one mentoring, educational advising, and comprehensive career services to graduation and beyond.

ACCREDITATION AND APPROVALS

Purdue Global is accredited by The Higher Learning Commission. This accreditation covers all academic programs, all branch campuses, and all programs provided via distance education. For more information, please visit the HLC website at HLCommission.org or call 800-621-7440.

Purdue Global is authorized under federal law to enroll nonimmigrant, alien students.

CONTACT US

If you have questions about admissions requirements or financial aid, or need help determining which program is right for you, contact an Advisor.

Call **844-PURDUE-G** or visit **www.PurdueGlobal.edu**.

IMPORTANT INFORMATION: PLEASE READ

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

- 1 Purdue Global cannot guarantee employment or career advancement.
- 2 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.
- 3 ExcelTrack™ is designed to advance your progress based on existing knowledge; however, degree pace and time and cost savings will vary by individual.
- 4 Source: *The Year in Review: 2016–2017, Kaplan University Academic Report*, winter 2017. Note: these data were reported prior to the March 2018 purchase of Kaplan University by Purdue University and subsequent creation of Purdue University Global.
- 5 Testimonials were solicited 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 Kaplan University. The views and opinions expressed are those of the individual.
- 6 Purdue Global may be eligible to be an approved training provider for Workforce Investment Act (WIA) student aid. Students must contact their local WIA One-Stop Centers or their Local Workforce Investment Boards to determine training program eligibility.
- 7 Purdue Global does not guarantee transferability of credit. See the University Catalog for the Prior Learning Assessment policy.
- 8 Some Purdue Global programs are not 100% online; some programs require you to gain hands-on experience in a real-world work environment. Contact an Admissions Advisor for additional information.

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