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.

Jeffrey M. Buck, PhD
Dean and Vice President, Purdue University Global
School of Business and Information Technology

MEET THE DEAN

Jeffrey Buck brings more than 20 years of teaching and higher education administration experience to his role as dean of the School of Business and Information Technology. As a faculty member, Buck earned tenure as a marketing professor and taught internationally in Lithuania. In addition, Buck has extensive experience at the director and executive levels in higher education, primarily working with adult and graduate programs. In his leadership roles, he has championed the development and implementation of several academic initiatives to include an online Master of Business Administration (MBA) program, post and pre-MBA certificate programs, a concurrent MBA/Master of Science in Technology (MST) program, a joint MBA/Master of Science in Nursing (MSN) program, and an MBA program designed for Filipino nurses.

Buck maintains an active research agenda. His current research interests include organizational commitment, services marketing, and factors impacting adult student satisfaction and success. He has been published in academic journals such as *Innovative Higher Education* and the *Journal of Applied Business and Economics*.

Buck is active with the Accreditation Council for Business Schools and Programs (ACBSP), having held and continuing to hold a variety of leadership positions at the regional and national levels. Buck served in the U.S. Army and has a daughter currently serving in the U.S. Air Force.
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, the Center for Career Advancement, 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
- Bachelor of Science in Finance
- 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.
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. 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 Analytics

The bachelor’s degree is designed to help technology professionals sharpen their analytics skills with tools and processes that translate raw data into profitable solutions.

- Apply principles of analysis and other relevant disciplines to create requested reports.
- Design, implement, and evaluate an analytics-based solution.
- Speak or present effectively in a variety of professional contexts.

- Recognize responsibilities and make informed judgments based on legal and ethical principles.
- Function effectively as a member or leader of a data analysis team’s activities.

CONCENTRATION
- Supply Chain Management and Logistics
- Game Development

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, ExcelTrack™ 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. ExcelTrack™ programs include the Bachelor of Science in Analytics and the Bachelor of Science in Business Administration.

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 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
• Management
• Global Marketing Management
• Digital and Social Media Management
• Procurement
• Project Management
• Real Estate
• Business Development
• Sport Entertainment Management
• Supply Chain Management and Logistics
• Wealth Management and Financial Planning

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
• Real Estate
• Wealth Management and Financial Planning

Bachelor of Science in Organizational Management

The bachelor of science in organizational management is designed to help you:

• Analyze organizational processes and procedures in a variety of business settings.
• Evaluate information management, planning, operations, and control in business environments.
• Assess the roles that structure, management, and leadership play in organizational performance.
• Understand how economics, government, and law affect value creation in the global context.
• Evaluate the role of accounting, finance, and marketing within the larger organizational structure.
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
- Sport Entertainment Management
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

### Center for Career Advancement

Career Specialists emphasize the practical, tangible steps you can take for results in the real world. The Center for Career Advancement 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 Center for Career Advancement portal on Purdue Global Campus, which includes job postings and Center for Career Advancement 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 Success 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

### Student Accessibility Services

Student Accessibility Services is responsible for the coordination of services for students with accessibility needs. Students seeking reasonable and appropriate accommodations may request, through student support staff, to be placed in contact with Student Accessibility Services. Students may also directly contact Student Accessibility Services.
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 1,568 faculty members (98%) have an advanced academic degree; 47% hold a doctorate.  
- 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.

**FACULTY HIGHLIGHTS**

Catherine Flynn, DM

DM, Colorado Technical University
MA, Western State Colorado University
MS, Kaplan University (now Purdue University Global)

Catherine Flynn has been a full-time employee at Purdue Global (formerly Kaplan University) since 2002, serving in a variety of capacities. In 2008, she joined the School of Business and Information Technology faculty, where she teaches business writing. Flynn also serves as a course lead and facilitates challenge exams. She currently serves on the Association for Business Communications Technology Committee.

Prior to Purdue Global, Flynn was a trade journal editor at Cardiff Publishing Company. She later taught at Central New Mexico Community College before serving as director of distance learning for Colorado Technical University. Flynn has published in numerous industry trade journals and presented at industry conferences.

“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 Technology

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8 Purdue University Global | Undergraduate Business Degree Programs
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

Steven Cates serves as a faculty member for graduate programs in the School of Business and Information Technology. He is also a course lead, continually creating and revising graduate courses.

Cates has worked professionally in a number of Fortune 100 organizations in human resources (HR) management at the local and corporate levels and has held HR management positions with Kroehler Manufacturing Company, Miller Brewing Company, Wilsonart International, and Equity Group. In addition, he was the director of HR management for Forsyth Technical Community College prior to becoming assistant professor and department chair for the School of Business at Averett University.

Cates has authored over 85 publications in the field of HR management and marketing and served on dissertation committees.
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
- 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.
**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

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 learning:

- 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.

The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.
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 earn a degree from a school within the respected Purdue University system—completely online. Purdue Global offers more than 175 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 Center for Career Advancement to graduation and beyond.

Accreditation and Approvals

Purdue University Global is accredited by the Higher Learning Commission (HLCommission.org), a regional accreditation agency recognized by the U.S. Department of Education. Purdue Global is authorized under federal law to enroll nonimmigrant, alien students.
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 PurdueGlobal.edu.