

# ***BOT UPDATE: PURDUE'S NEW SCHOOL OF BUSINESS***

Fall 2022



**PURDUE**  
UNIVERSITY

Krannert School of Management

## Summary

### Good news

- Rapidly rising: UG program enrollments, student quality (especially in new majors), and student success.
- Graduate programs doubled in size, refocused on highly ranked, profitable programs, new modalities
- Extremely productive and nationally recognized faculty
- Strong financial position from growth in varied revenue streams
- Excellent staff capabilities in Mar/Comm, Data Analytics

### Challenges

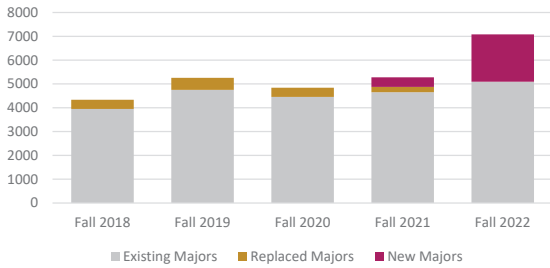
- Retirements => sharp decline in the number of senior faculty leaders.
- Heavy teaching loads => poor availability of experiential learning for students
- Space limits growth, quality of student experience

### Future: new Purdue School of Business

- Excellence at Scale
- Working at the intersection of business and STEM: programs and faculty
- Transformative Learning
- Cornerstone for Business

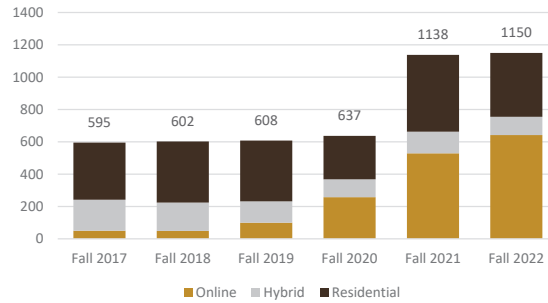
# Enrollment & New Degrees

Changes in Undergraduate Major Applications

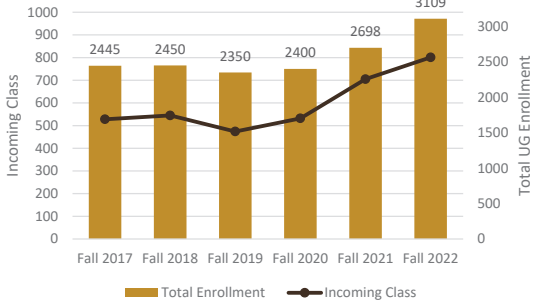


Replaced Majors: SCIA, BSIM  
New Majors: IBE, Business Analytics, Supply Chain/Operations Management

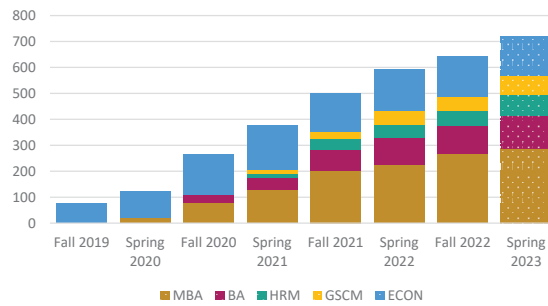
MS and MBA Fall Enrollment



Undergraduate Growth

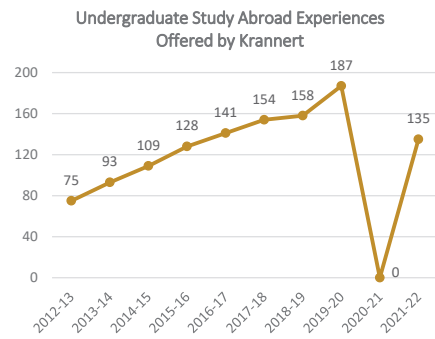
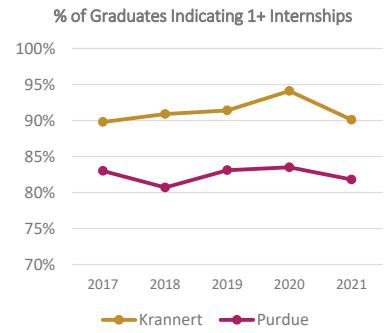
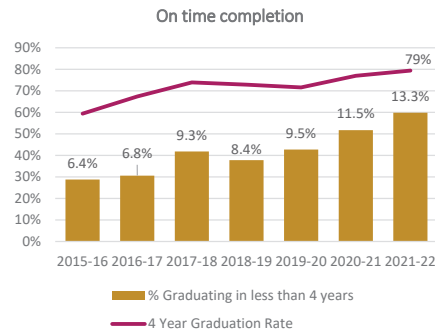


Online MS & MBA Enrollments



## Student Success & Student Experience

- Placement rate **97%** for 2022.
- **Case competitions** soaring (from 70 to 2000 students in 8 years)
- **Larsen Leaders Academy** provides leadership development, recruiting hook, for high ability students.
- **CareerBound** nationally recognized program helps students develop eight professional competencies in high demand from employers.
- **Internal internship** and consulting programs through staff MarComm, Data Analytics teams; research centers
- **Brand Building** course for athletes and non-athletes.



### Weakness:

Very few students get experiential or project learning courses as part of their degrees

These opportunities happen exclusively outside the classroom

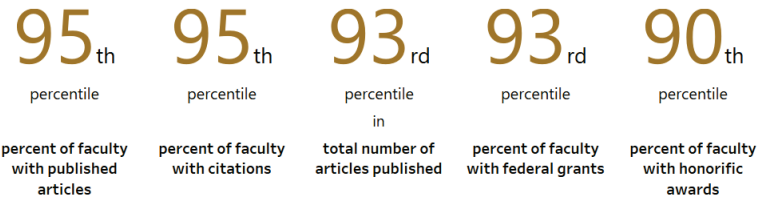
# Faculty & National Reputation

## Faculty Awards

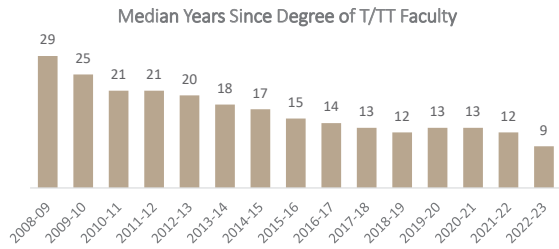


Ellen Kossek's other awards include the 2022 Janet Chusmir Distinguished Service Award, elected Fellow in the Academy of Management, U.S. Fulbright award, Work Life Ellen Galinsky Generative Research award, and more

### Research productivity compared to other AAU business schools using Academic Analytics



### Notable Program Rankings



## *A New School of Business*

**A refocused curriculum and deeper corporate/campus partnerships, operating on a much larger scale, will position us as a highly ranked, globally recognized, pillar of excellence for**

*STEM: SOLVES  
TECHNICAL PROBLEMS*

+

*BUSINESS: INTEGRATES,  
ORGANIZES AND SCALES*

=

*SOCIETY:  
POSITIVELY CHANGED*

### **Excellence at Scale:**

- UG enrollment 2400=>4000
- Double (or more) Grad Enrollment
- Reach 20% of Purdue UG with Business Minor
- Build on per capita excellence with much larger faculty; joint hires with STEM disciplines
- Modern facility that reflects scale, new pedagogy, experiential learning, corporate partnerships

### **Business and STEM**

- Integrated Business and Engineering; Business Analytics degrees 40% of UG majors
- New MS, PhD partnerships focused on Data Science, Innovation, Developing Technology Leaders, Scaling Impact
- Develop students ready to lead, or found, technology-intensive companies.
- Develop faculty who define fields of study

## *A New School of Business*

### **Transformative Learning**

- Major expansion in experiential and project based courses.
- Leadership immersion, case/data competitions, undergraduate research, corporate consulting, study abroad
- New teaching and learning ecosystem
- Produces agile, critical thinkers capable of seeing and then tackling the world's biggest problems.

### **Cornerstone for Business**

- Use transformative texts to immerse students in history, philosophy, economics of business and markets.
- Understand they “why” not just the “how” of business.
- Complement with intensive focus on business writing, case presentation in order to greatly enhance student ability to speak well, write well, interact well.

*When Krannert was founded, the top of the Fortune 500 was dominated by oil, steel, plastics, heavy industry. Firms that head today's Fortune 500 (tech, pharma, healthcare, multimodal retailers) hadn't been founded.*

**We will prepare our students to lead industries we don't yet know exist.**