

MITCHELL E. DANIELS, JR. SCHOOL OF BUSINESS

ASCENDING TO GREATNESS

PURDUE BOARD OF TRUSTEES // DECEMBER 8, 2023



STRATEGIC DIRECTION

- Academic prowess
- STEM=Business
- Excellent student experience
- Freedom and capitalism
- Outstanding business partnerships



BUILDING UNDERGRADUATE EXCELLENCE AT SCALE



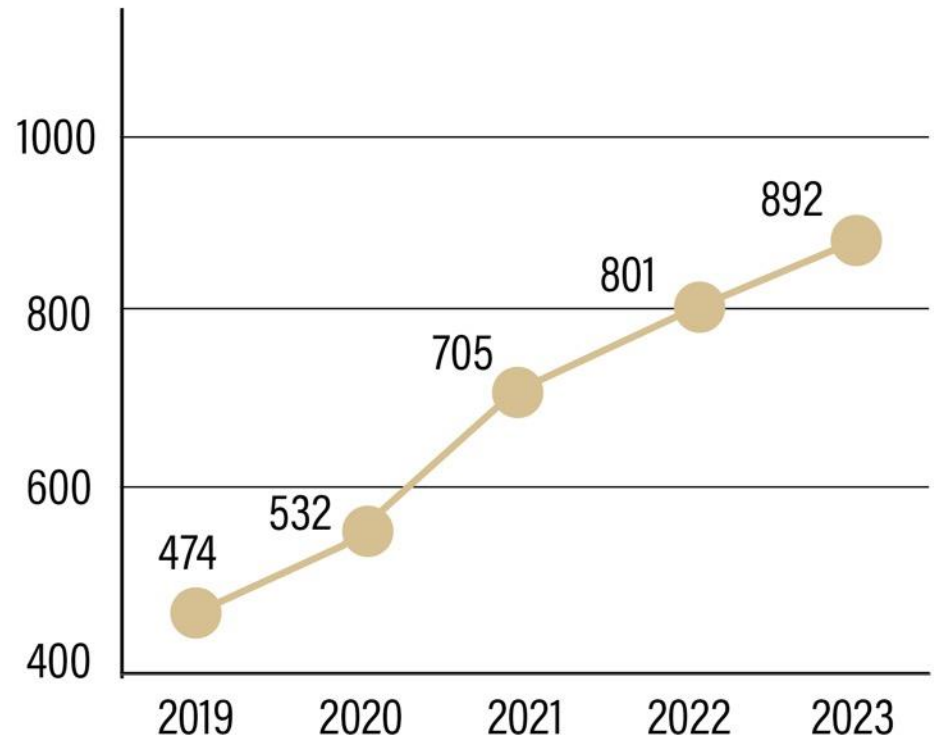
Mitchell E. Daniels, Jr.
School of Business

↑ 18%

EY 2024 APPLICATIONS AT NOV 1 DEADLINE

(UNIVERSITY +4% YoY)

SCHOOL OF BUSINESS FIRST-YEAR STUDENTS



#21

BEST UNDERGRADUATE BUSINESS PROGRAM

U.S. News & World Report, 2024

2023

UNDERGRADUATE PROGRAMS TO WATCH

Poets & Quants, 2023

#18

BEST UNDERGRADUATE PROGRAM FOR ENTREPRENEURS

Princeton Review/Entrepreneur magazine, 2024

CORPORATE PARTNERSHIPS



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Industry connections are vital for fundraising, student placement and enhancing the student experience



Sponsors Data4Good Case Competition with \$45,000 in prize money



Sponsors interdisciplinary hackathon for Integrated Business and Engineering students paired with Industrial Design students



Top executives learn from DSB faculty in a three-year, \$2.25M Senior Executives Operations excellence program



Sponsors case competition centered on process automation



Co-sponsors product development course with dormakaba



Financial Management Research Challenge hones students' hard and soft skills



ACADEMIC PROWESS



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Dream hires, who write and publish papers in top journals, provide intellectual leadership for junior members

- Allie Gabriel: Thomas J. Howatt Chair and Director of new Center for Working Well
- Gus DeFranco: Emanuel T. Weiler Professor, renowned accounting scholar
- Jeffrey Hu: Accenture Professor of Information Technology, expert on AI

Top teachers provide superior instruction in the classroom

- Zhiwei Zhu recently named one of "50 Best Undergraduate Teachers" by Poets & Quants
- He joins Kelly Blanchard, Kate Zipay, Roy Dejoie, Kelly Schwind Wilson, Cara Putman, and Amy David with that distinction



WORLD-RENOWNED EXPERT

David Malpass, former World Bank president, joined DSB as a Distinguished Fellow of International Finance

- Also serves as Inaugural Fellow of Global Business and Infrastructure at Purdue@DC
- Will give lectures and interact with Daniels faculty and meet with students, alumni, and community members
- Will write and speak on markets and global economic leadership



REBRAND UPDATE



Mitchell E. Daniels, Jr.
School of Business

**FEBRUARY
2023**

Mitchell E.
Daniels, Jr.
School of
Business
Announcement

**AUGUST
2023**

Name/logo
changes
complete across
all signage,
marketing,
recruiting
collateral, etc.

**OCT/NOV
2023**

Brand narrative
testing with key
audiences

**DECEMBER
2023**

Revised brand
messaging
strategy
complete

**FEB/MAR
2023**

Finalize
creative
strategy

**AUGUST
2024**

Full rebrand
using the
new brand
messaging
and creative

BUILDING UPDATE

Scope

- Demolish Krannert Center, construct a new, 164,000 GSF facility and renovate spaces in adjacent buildings to meet the needs of the new school of business
 - To include the classrooms, flexible space in support of academic instruction and conferences, centers (finance, supply chain, real estate, etc.) and student engagement (advising, career opportunities, entrepreneurial and experiential learning)
- New and renovated spaces will incorporate recommendations from the 2022 Classroom Master Plan and 2022 Future of Work office guidelines
- Includes neighborhood sitescape work

\$125M

BUILDING

BUILDING UPDATE

Schedule

<input checked="" type="checkbox"/>	Building Programming Study complete	July/Aug 2023
<input checked="" type="checkbox"/>	Facilities Master Plan Study complete	July/Aug 2023
<input checked="" type="checkbox"/>	BOT approval of land acquisition	Oct 2023
<input type="checkbox"/>	BOT approval of project	Dec 2023
<input type="checkbox"/>	Construction start	July 2024
<input type="checkbox"/>	Occupancy	April 2027

Architect Engineer (AE): Gensler/ BSA Lifestructures
Owner's Technical Representative (OTR): Shiel Sexton





PURDUE
UNIVERSITY®

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