



PURDUE
GLOBAL™



Gaytanna / Purdue Global '24

School of Business and Information Technology

BUSINESS UNDERGRADUATE PROGRAMS



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Letter From the Dean

At Purdue Global's School of Business and Information Technology, we know what it takes to move careers forward. That's why our degree programs emphasize the latest industry advancements and the skills you need to come back stronger and more prepared than ever. Our faculty are dedicated teachers and experienced professionals, bringing you real-world expertise from the business frontier. Our courses emphasize skills in project management, communication, decision-making, teamwork, and problem-solving — 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 Global
School of Business and Information Technology



JEFFREY M. BUCK, PHD

PhD, University of
Mississippi

MBA and BS, Ball State
University

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, he 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

It's Time to Move Your Business Career Forward

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, we're here to help you make your comeback in business real.

Why Purdue Global?

Purdue Global is where comebacks begin — where driven adults who strive for more, find more. More recognition. More support. More opportunity. We're dedicated to helping you build the practical skills and professional competencies to go further in your career. Here's how we do it.

Career-Focused Concentrations

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

Essential Business Fundamentals

Prepare for the roles you want. Study decision-making, managing human capital, strategy, processes, logistics, and technology.

Professional Skills You Can Count On

Develop expertise in networking, negotiation, leadership, professionalism, teamwork, personal branding, coaching, and mentoring — skills you can put to use for immediate and long-term career results.¹

Introductory Trial Period

Make sure online learning at Purdue Global is right for you. Enroll in the University and try our undergraduate classes for 3 weeks — before you owe any tuition.²

Personal 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.

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 you³:

- 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

- Cloud computing
- Game development
- Information security and assurance
- Network administration
- Software development using C#
- Software development using Java
- Software development using Python
- Software development using web languages
- Supply chain management and logistics

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.⁶ 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

- | | |
|---------------------------------------|--|
| ▪ Aviation Management | ▪ Information System Management |
| ▪ Business Development | ▪ Management |
| ▪ Construction Management | ▪ Procurement |
| ▪ Digital and Social Media Management | ▪ Project Management |
| ▪ Financial Analysis | ▪ Real Estate |
| ▪ FinTech | ▪ Sport Entertainment Management |
| ▪ Global Marketing Management | ▪ Supply Chain Management and Logistics |
| ▪ Hospitality Sustainability | ▪ Wealth Management and Financial Planning |
| ▪ Human Resources | |

Bachelor of Science in Finance

The Bachelor of Science in Finance is a rigorous program designed to help you⁴:

- 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

- | | |
|-------------------|--|
| ▪ General Finance | ▪ Wealth Management and Financial Planning |
| ▪ Real Estate | ▪ FinTech |

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.

Concentrations

- | | |
|-------------------------------|---|
| ▪ Business development | ▪ Human resources |
| ▪ Construction management | ▪ Information systems management |
| ▪ Decision management | ▪ Leadership |
| ▪ Financial analysis | ▪ Management |
| ▪ Global business | ▪ Project management |
| ▪ Global marketing management | ▪ Sport entertainment management |
| ▪ Hospitality sustainability | ▪ Supply chain management and logistics |



Associate of Applied Science in Accounting

Our associate degree program in accounting is designed to help you⁵:

- 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 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 | ▪ Sales |
| ▪ Customer Service | ▪ Small Business Management |
| ▪ Entrepreneurship | ▪ Small Group Management |
| ▪ Hospitality and Tourism Services | ▪ Sport Entertainment Management |
| ▪ Information Processing | |
| ▪ Office Management | |
| ▪ Retail Management | |

Uncompromising Support

Come Back With a Community by Your Side

You're not alone on your educational journey. From highly engaged faculty to technical assistance and career guidance, you'll have access to a variety of resources that help you achieve your most ambitious goals.

Personal Support

Student support staff work with you one on one to provide individualized guidance on:

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



It's Your Comeback. Start Whenever You're Ready.

We understand what it means to be a working adult with a full life. For your convenience, start dates occur throughout the year.

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 can include:

- Live tutoring from faculty 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 Career Advancement

Career Specialists help you leverage your education and professional experience to market yourself toward the roles you're after. The Center for Career Advancement offers:

- Career planning to ensure a personalized approach to pursuing your goals
- Résumé and cover letter reviews, mock interview assistance, and networking advice
- 24/7 access to the Center for Career Advancement portal on Purdue Global Campus, which includes job postings and career services tools
- An official competency report that lets you show employers your work-related skills and readiness to contribute on day one
- A mentoring program to help connect you with alumni in your field

Student Accessibility Services

We're committed to making quality online education accessible to all. Students seeking reasonable and appropriate accommodations may request, through student support staff or directly, to contact Student Accessibility Services.

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 approximately 2,140 faculty members (98%) have an advanced academic degree; 56% hold a terminal degree.⁷
- 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.



Rachel Byers, PhD, CPA
PhD, Capella University
MS, University of Alabama

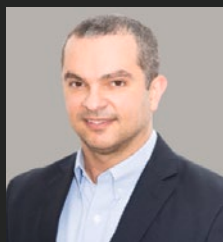
Rachel Byers is a full-time faculty member for accounting programs and serves as course lead, where she oversees course revision and innovation. She has been involved in several curriculum changes, including aligning the master's accounting program content with the new format of the CPA exam as well as being involved with developing competency-based programs. She is a member of the Professional Competency Committee and Alumni Steering Committee. Byers has represented University faculty at several functions and has been published in various academic journals.

Before joining Purdue Global, Byers taught accounting courses at The University of Alabama and the University of South Alabama, as well as various online schools. She is currently a practicing CPA at Byers, Byers, and Associates P.C. in Alabama and serves as the CFO of The Save-On Group, LLC, a dental management organization. In addition, she sits on the board of various local, nonprofit organizations. She was recognized as a 2022 "40 under 40 Honoree" by CPA Practice Advisor, a national media outlet for practicing public accountants and tax professionals.



“The path to success in business begins when you take the first step towards your goals. You only fail if you never try. Put in the work. Take the risk. Fall short. Try again. As Vince Lombardi once said, “The dictionary is the only place that success comes before work.”

Dr. Rachel Byers, Faculty, School of Business and Information Technology⁸



Jose Siqueira, DBA

DBA, Nova Southeastern University

MBA, California State University

Jose Siqueira began his career with Purdue Global in 2020, and he has taught various courses in the BA and MBA programs in the School of Business and Information Technology. Dr. Siqueira's experience includes over 25 years working in advertising and marketing for companies such as Ampersand (formerly NCC Media), Comcast, and Cinch Home Services (formerly Cross Country Home Services) and as an international marketing consultant focusing on Customer Experience implementation.

He is a member of the American Marketing Association, Academy of International Business, and Academy of Marketing Science, and his research interests are retail internationalization in emerging countries, international branding, internal marketing, employee branding, and customer experience. He has published his academic research in various prestigious journals such as *Psychology & Marketing*, *Journal of Marketing Analytics*, *Journal of Retailing and Consumer Services*, *Journal of Services Marketing*, and *International Marketing Review*, among others. His combined publications have been cited by over 1,000 marketing researchers worldwide. He is fluent in Portuguese and Spanish and has an extensive track record of publications in some of the most prestigious business journals in the world. Additionally, Dr. Siqueira has worked as a visiting professor at universities in Argentina, Brazil, Colombia, and Spain.

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*

Paying for School

Financial Aid

Our Student Finance 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 your resources. Together, we'll help you find the fastest, most affordable path to your degree.

Before enrolling at Purdue Global, we encourage you 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 (undergraduate only)
- Unsubsidized Federal Stafford Loan
- Federal PLUS Loan and Graduate Federal PLUS Loan
- Alternative Loans

Other Agencies and Programs for Eligible Students

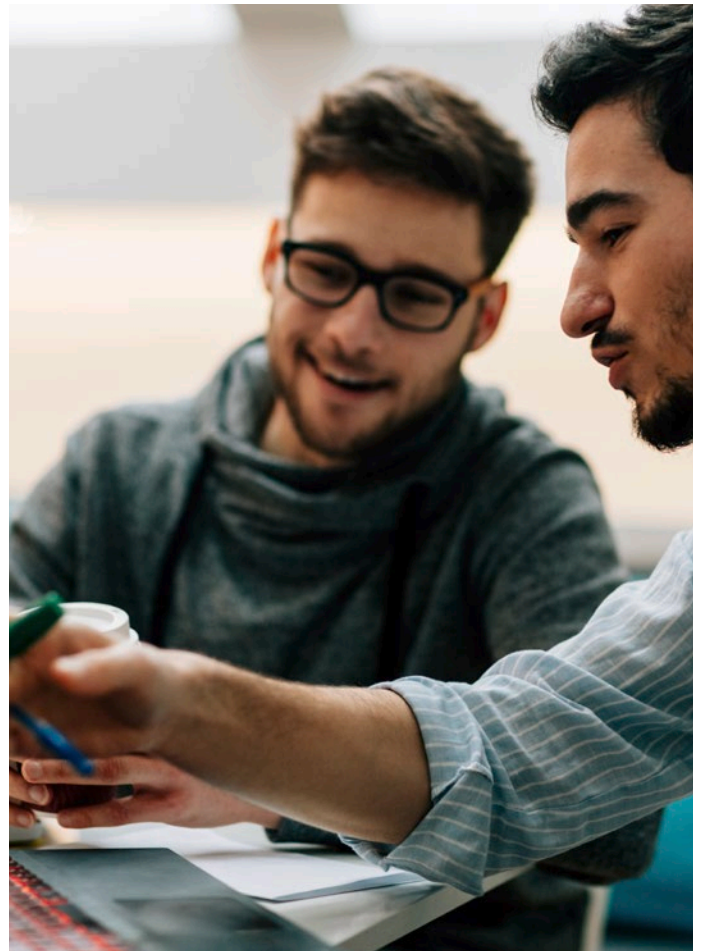
- Promise Jobs
- Veterans Administration Benefits
- Division of Vocational Rehabilitation
- Defense Activity for Non-Traditional Education Support (DANTES)

**Try Our Classes Before
You Owe Any Tuition.**



That's the Purdue Global Commitment

You should feel fully confident about where you choose to pursue your education — before you owe any tuition. Start your comeback with a Purdue Global undergraduate program for an introductory 3-week period to see if online learning is right for you.²



Military Overview

Here for Every Military Comeback

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. That includes:

- 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 need to drop a course or take a leave of absence due to a deployment or change of orders



Giving You the Credit You Deserve

You've spent years working hard and building knowledge, and Purdue Global values your experiences. It's time to get credit for the life you've lived and all you've already learned. We offer several pathways to turn that experience into college credit:⁹

- 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](https://catalog.purdueglobal.edu) for the Prior Learning policy.

Note: Unless by specific arrangement, graduate students are not eligible for experiential credit or credit by examination.

About Purdue Global

Backed by the power of Purdue University, Purdue Global delivers a fully personalized online experience that's tailored to the unique needs of the adult learner. It's built specifically for working adults who want a degree they can be proud of, and one that employers will respect.

Purdue Global offers more than 175 online programs at the associate, 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 make your comeback real, providing one-on-one mentoring, educational advising, and comprehensive career services from day one to graduation and beyond.

Accreditation and Approvals

Purdue Global is accredited by the Higher Learning Commission (HLC). The HLC ([HLCommission.org](https://hlcommission.org)) is an institutional accreditation agency recognized by the U.S. Department of Education.



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.

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit Info.PurdueGlobal.edu.

- 1 Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience and opportunities for employment.
- 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 To sit for the CPA Exam, states require students to have obtained 150 semester hours or 225 quarter credit hours. This program is 180 quarter credit hours (120 semester hours). To be eligible to sit for the CPA Exam, a student who has completed Purdue Global's Bachelor of Science in Accounting would need to complete the University's Master of Science in Accounting or its equivalent. Licensing requirements to sit for the CPA Exam vary from state to state. You should review your state's educational requirements by visiting Purdue Global's State Licensure and Certifications page. For additional information on licensure and state-specific requirements, you should refer to the National Association of State Boards of Accountancy website as well as your state's CPA licensing requirements, which can be found at the Accountancy Licensing Library.
- 4 Certain finance positions may require further certification and/or licensing by individual states. This program was not designed to meet any state-specific requirements for licensure or certification. Refer to Purdue Global's State Licensure and Certifications page for state-specific licensure information.
- 5 Certain accounting positions may require further certification and/or licensing by individual states. This program was not designed to meet any specific state's requirements for licensure or certification. Refer to the State Licensure and Certifications page for state-specific licensure information.
- 6 ExcelTrack® is designed to advance your progress based on existing knowledge; however, degree pace and time and cost savings will vary by individual. Students must enroll in a minimum number of credits per term to remain eligible for financial aid. Refer to the Financial Information section of the University Catalog for additional information.
- 7 Statistics include all Purdue Global faculty members and are not school or program-specific calculations. Source: Purdue Global Office of Reporting and Analysis, 2023–2024 academic year.
- 8 This testimonial was obtained by Purdue Global. The views and opinions expressed are those of the individual; student experiences may vary.
- 9 Purdue Global does not guarantee transferability of credit. See the University Catalog for the Prior Learning Assessment policy.



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Purdue's online university for working adults.