

**PORTFOLIO OF INNOVATION**  
**Business Education Reimagined**  
By Christina Egbert

From cancer treatments to cleaner air, Purdue has long been known for developing innovative solutions to some of today's toughest challenges. But innovation doesn't end at discovery. To make an impact, new ideas and products must be taken to market.

Enter—the new Purdue School of Business.

Building upon the university's reputation for technological and scientific excellence, the Purdue School of Business—a forward-thinking reimagining of the School of Management—will prepare its students to turn those discoveries into societal change.

“Students in Purdue's new School of Business will receive a well-rounded education—including the history, philosophy, and economic theory of free market systems—and a firm grounding in the liberal arts and the communication skills that come with it,” Purdue President Mitch Daniels says. “They will enter the world proud of the careers they have chosen and thoroughly prepared for leadership and managerial excellence in the most technologically complex fields.”

Purdue is targeting fall 2023 for its first phase of enhancements, involving student enrollment growth and the addition of targeted faculty as well as curricular and experiential education additions.

Two new degree programs—[integrated business and engineering](#), a partnership with the College of Engineering to provide students with experience in both fields, and [business analytics and information management](#), an already highly ranked master's program that will be expanded to include an undergraduate degree and a PhD program—will be the school's flagship programs.

The new Dean V. White Real Estate Finance program and the Larsen Leaders Academy, which recently received a new \$10 million gift from Marshall and Susan Larsen, will create a competitive advantage for Purdue business students.

“Purdue will have a world-class business school that will carry out top-caliber research and educate many students who will be excellent at—and proud of—creating business growth and opportunities,” says President-elect Mung Chiang, who succeeds Daniels on January 1.

The new Purdue School of Business is projected to increase current undergraduate business enrollment by 60% and more than double the size of business graduate programs. To meet this demand, the school will be recruiting more faculty members and renovating its current building into a state-of-the-art facility that promotes active learning and collaboration.

A fundraising initiative has begun with a goal of raising \$350 million. The largest giving opportunity is for the actual building renovation, but gifts can also support faculty positions, scholarships, and programming.

Through this next giant leap, the Purdue School of Business is leading the way in transforming the way higher education looks at the business world.

**Take part in this big move! Learn about available giving opportunities on the [initiative's homepage](#), or visit the link below to make a gift today.**

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