

INTEGRATED BUSINESS AND ENGINEERING

Krannert School of Management
krannert.purdue.edu



You are a problem solver.

And the world needs people like you, who can take technological advances and turn them into economic and social benefits.

Purdue is a perfect fit. Through a partnership between the Krannert School of Management and the College of Engineering, every year an elite group of students, like you, will enter the BS in Integrated Business and Engineering (IBE) program. You'll graduate with a business degree and an engineering background that will set you apart from other students.

Armed with a Krannert education and Purdue's premier reputation in science, engineering and technology, you will be ready to adapt and lead in changing environments, spur creativity and make key strategic decisions. Your uniquely Purdue business + engineering expertise and your persistent pursuit of data-driven answers will cause you to be highly sought by firms in search of solutions to the world's toughest business challenges.

Simply put, you can help change the world.

Are you ready for your giant leap?

1

YOU'LL GET CORE COURSES IN BOTH BUSINESS AND ENGINEERING, and you will do so as part of a tight student community and network of like-minded teammates.

2

YOU'LL GET HANDS-ON LEARNING. You'll be challenged in case competitions, research projects and consulting assignments. You will put what you learn into action.

3

You 'll have access to alumni leaders from Fortune 500 companies through seminars and speaker series. They will provide **VALUABLE MENTORSHIP AT EACH STEP OF THE PROGRAM.**

4

YOU'LL LEARN TO MAKE SOUND, DATA-DRIVEN DECISIONS. The integrated solutions you make will innovate products and processes to make the world a better place.

You'll have plenty of options within the IBE program to make it your own, including:

ELECTIVES: All IBE students will take core courses in business and engineering for a solid foundation. From there, you'll choose from a menu of electives. For example, the Imagine, Model and Make course teaches you how to design and optimize new prototypes in 3D; and students in the Predictive Analytics course work on projects ranging from sports-lineup optimizations to improving energy efficiency.

STUDY ABROAD: West Lafayette is beautiful in the fall and spring. So are Paris, Rio de Janeiro and Beijing, just some of the places you can go to study internationally during your IBE program.

CAPSTONE PROJECT: During your senior year, you'll work on an interdisciplinary team-based project sponsored by a company that advises and recruits IBE students. It's not only the culmination of everything you've learned but it's a great chance to impress your potential future employer.

CAMPUS ACTIVITIES: Did we mention Big Ten sports? Student clubs? Plays, concerts, cultural centers, social organizations ... OK, you get the picture. The campus is yours to own and explore.

CONTACT US

The IBE program is looking for the best. Innovators. Dreamers. Doers.
That sounds like you. Let's get started.

**For more information,
please contact:**

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