



**NEW PRODUCT DEVELOPMENT**

**Relaunching the Daniels School MBA Program**

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**TEAM 9**

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## **Executive Summary**

The relaunch of the Daniels MBA Program at Purdue University emerges as a strategic response to the evolving educational landscape, aiming to restore the program's standing and relevance. Previously ranked among the top 25 business schools, the hiatus since 2020 due to enrollment and financial challenges provides an opportune moment for reinvention. This project focuses on repositioning the MBA program through innovative curriculum enhancements, STEM-designated tracks, and a robust fundraising and marketing strategy. The comprehensive plan not only aspires to regain top national rankings but also aligns Purdue's strengths in engineering and technology to produce business leaders proficient in data-driven decision-making. With an emphasis on global job market appeal, this initiative is poised to reinstate the Daniels MBA Program as a distinguished hub for business education.

In parallel, the program's relaunch strategy strategically navigates current MBA trends, proposing a competitive fee structure, targeted recruitment efforts, and a unique positioning emphasizing STEM excellence and unmatched return on investment. Aligned with a visionary mission, the program aims to empower future business leaders through transformative education, providing a dynamic, STEM-focused curriculum. The strategic segmentation, targeting, and positioning focus on a diverse mix of early to mid-career professionals aged 25-35, including STEM backgrounds and Purdue alumni, positioning the program as a leader in bridging academia and industry demands. The relaunch roadmap outlines a structured journey with set milestones, ensuring a successful trajectory toward becoming a top 25 MBA program. Program details underscore the significance of a STEM-certified curriculum, coupled with robust student services, recruitment processes, and a holistic student experience.

Marketing and student recruiting are integral components of the strategy, leveraging the AIDA model to capture attention, sustain interest, build desire, and prompt action. This

comprehensive marketing plan aligns with Purdue's commitment to guiding prospective MBA students through a compelling and tailored journey. The proposed fundraising, alumni engagement, and networking initiative, LegacyConnect25, stands out as a flagship effort to create a platform for sustained support, building a tradition that fosters a sense of community and investment in the program's future. Scholarships and financial aid form a crucial component, reflecting a commitment to accessibility and integrating real-world problem-solving prowess into the program's ethos.

The proposed budget, with options of \$20 million and \$32.5 million, strategically allocates resources to various facets of program development, ensuring a solid foundation and a competitive edge in the pursuit of reclaiming a top 25 ranking within five years. Overall, the Daniels MBA Program's relaunch emerges as a visionary endeavor, blending innovation, strategic positioning, and a commitment to excellence to shape the future of business education at Purdue University.

## **Introduction**

The relaunch of the Daniels School Full-Time MBA Program at Purdue University presents a compelling project, driven by the need to restore the program's prestige and relevance in an evolving educational landscape. Once ranked among the top 25 business schools by prominent ranking services like BusinessWeek and U.S. News & World Report, the program's hiatus since 2020 due to declining enrollments and financial challenges has created a strategic opportunity for reinvention and repositioning. The project is centered on the idea of reviving the MBA program with innovative curriculum enhancements, a focus on STEM-designated tracks appealing to a broad student base including international students, and a robust fundraising and marketing strategy. This initiative not only aims to elevate the program back into top national rankings but also seeks to leverage Purdue's strengths in engineering and technology to produce business leaders adept in data-driven decision-making, thereby aligning the program with current industry demands and ensuring its graduates are highly sought after in the global job market.

## **Navigating Through Current MBA Landscape**

The MBA landscape is undergoing challenges and trends, marked by a potential slowdown and a **6.5%** application dip in fall 2022. The rise of online programs to cater to flexible learning needs and market consolidation underscores the importance of unique offerings. Specialized programs, especially in analytics, are gaining traction. Students are increasingly seeking adaptable learning paths, emphasizing the importance of industry-aligned skills.

To address these trends, we recommend a strategic approach for the Daniels MBA program, benchmarked against the top 25 programs (**Exhibit 1**). Targeting professionals aged **25-35**, we propose a competitive **\$60,000** per year tuition fee, below the average \$68,000 per year fee, balancing accessibility with high value. With an initial **batch size of 60** (projected to

grow to 75), the program ensures quality education and community building. The lower fee, coupled with **25-50% partial** scholarships and **full scholarships for 10%** of the students, enhances affordability. A projected post-graduation **median salary of \$140,000 (Exhibit 2)** demonstrates a compelling ROI. This combination of STEM–certification, and lower tuition with competitive salaries, stands out in comparison to the top 25 programs. This strategy positions the Daniels MBA program as an economical and high-value choice, distinct in the global MBA landscape. Its **unique selling proposition** lies in offering a cutting-edge STEM curriculum, providing an excellent ROI, and creating a well-rounded value proposition.

### **Vision, Mission & Purpose**

As we embark on the journey to relaunch the flagship MBA Program, crafting a clear vision, mission, and purpose is paramount. These elements serve as the guiding pillars, shaping the program's identity and driving its success in a competitive educational landscape.

**Vision:** To establish the Daniels MBA Program as a globally recognized and respected institution that produces business leaders equipped with innovative thinking, analytical skills, and a commitment to excellence.

**Mission:** Empower future business leaders through a transformative and immersive educational experience, providing a dynamic, STEM-focused curriculum that cultivates leadership, drives innovation, and ensures graduates are at the forefront of industry demands.

**Purpose:** To contribute to the success of individuals and organizations by providing an unparalleled MBA education that combines rigorous technical education, strategic leadership development, and a commitment to preparing professionals for the challenges of a rapidly evolving business landscape.

## **Segmentation, Targeting & Positioning**

The Daniels MBA Program adopts a strategic approach to segmentation, targeting a diverse mix of early to mid-career professionals aged 25-35, including those with STEM backgrounds and Purdue alumni. The **primary target audience** encompasses professionals seeking a comprehensive MBA program with advanced management skills and a strong emphasis on analytics. International students, attracted by the STEM certification, form a significant focus. The program positions itself as a pioneering business education hub, offering interdisciplinary studies, concentration tracks in analytics-based fields, and substantial real-world experiences. Its competitive tuition with Purdue's reputation ensures a good ROI. This strategy providing a STEM-certified program and compelling ROI ensures relevance and appeal to both domestic and international students, marking the program as a leader in bridging academia and industry demands. **Exhibit 3** delves into **STP Analysis** including USP focus in depth. Ultimately to bring it all together our proposed **positioning statement** is *"Daniels MBA Program – Where STEM Excellence Meets Unmatched ROI. Unleash Your Potential in a Data-Driven World While Ensuring a Smart Investment in Your Future."* This will be well complemented with the tagline *"Empowering Futures, Maximizing Returns: Your Path to STEM Leadership and Financial Success."*

## **Relaunch Roadmap**

**Timeline & Milestones** - A successful launch is always achieved by following a set roadmap with set milestones. This helps align efforts, allocate resources, and evaluate progress. **Exhibit 4** takes us through the structured route to achieving the ultimate milestone of becoming a top 25 MBA program in the USA while setting up checkpoints along the way.

**Pre-Launch Initiatives** - The recommended key actions include setting up a relaunch committee, assigning a program director, establishing an advisory committee, and hiring an admin team. **Exhibit 5** elaborates on the role and responsibilities of each.

## **Program Details**

**Course Development:** Our two-year STEM-certified MBA program, spanning **54 credits**, offers a dynamic mix of core and elective courses, with specializations in finance & accounting, marketing analytics, business analytics, and general management, enabling students to tailor their curriculum to specific interests and career goals. A **mandatory summer internship** after the first year provides practical industry exposure, complemented by sessions with specialists and comprehensive workshops for a real-world perspective. Feedback loops with students, faculty, and industry partners contribute to curriculum refinement, ensuring program agility and relevance in the business landscape. **Exhibit 6** elaborates on various core courses, electives, and workshops.

**Student Services:** To enhance the MBA program's student experience, we propose a comprehensive suite of services. In addition to Purdue's student services, MBA students will benefit from specially curated Alumni Mentorship Programs, International Exchange and Study Abroad Opportunities, Professional Development Workshops, Industry Immersion Programs, and Placement Support. Our **key focus** will be on placement services including on-campus and off-campus job fairs (Chicago & Indianapolis), extensive alumni networking, and company visits. **Exhibit 7** elaborates on each of the placement-focused activities. Social and entertainment events will also be covered to make the journey more enjoyable. Heavy investments will be made in this area to provide holistic personal and professional development to students.



**Recruitment Process:** Our MBA program features a holistic, inclusive, and test-optional application process for Purdue students, recognizing diverse strengths beyond standardized tests. We emphasize a comprehensive evaluation, considering academic achievements, work experience, personal statements, and recommendations. Mandatory interviews aid in identifying candidates with leadership potential, diverse backgrounds, and strong motivation. This approach ensures a fair, accessible admissions process, identifying individuals with diverse strengths and demonstrated potential to excel in our rigorous MBA program.

### **Marketing & Student Recruiting**

Daniels MBA Program should be promoted through a strategically devised robust marketing plan aligning with the **AIDA model (Exhibit 8)** to effectively engage and attract potential students. Beginning with the **attention phase**, the plan employs a diverse range of channels, including online webinars, targeted email campaigns for alumni, and a strong digital presence through social advertising and traditional media. Moving to the **intention stage**, the plan aims to sustain interest with interactive workshops, a dedicated online hub, and virtual campus tours tailored for an international audience. The desire to enroll is fostered through the promotion of early enrollment benefits, an exclusive alumni mentorship program, and specialized career development webinars. In the **action phase**, the plan encourages immediate steps with exclusive early access to career services, limited slots for personalized consultations, and on-site engagements during campus tours. This comprehensive marketing strategy reflects Purdue's commitment to attracting and guiding prospective MBA students through a compelling and tailored journey.

### **Fundraising, Alumni Engagement & Networking**

In addition to traditional methods, we propose a flagship initiative that creates a platform for sustained fundraising, alumni engagement, and networking. This flagship event dubbed ‘**LegacyConnect25**’ will be a year-on-year celebration of the MBA batch that graduated 25 years back. Starting with the very successful Class of 2001, it will not only serve as a pivotal event in the MBA program's relaunch but also mark the inauguration of an enduring tradition. The "Class of 2001 Legacy Campaign" will kickstart this tradition, focusing on targeted fundraising efforts to invest in the program's future. The associated gala, mentorship program, and commemorative merchandise will become integral components of LegacyConnect25, providing avenues for alumni to contribute, connect, and leave a lasting impact. This event, supported by the expanded budget, backed by a target to raise **1.5 million** in donations, aims not only to commemorate milestones but to establish a timeless tradition, fostering a sense of community and support for the Daniels MBA Program across generations. **Exhibit 9** delves into the intricacies of this initiative focused on the Batch of 2001.

### **Scholarships & Financial Aid**

In our **\$2 million** annual scholarship budget, we recommend offering scholarships ranging from **25-50% to half** of our 60-student batch, ensuring wider access to our elite MBA program. Moreover, we recommend collaborating with corporates, alumni, and startups for unique scholarships awarded to students who excel in solving real-world business challenges, aiming to cover **10%** of the batch. This scholarship strategy not only emphasizes our commitment to educational accessibility but also integrates practical business acumen,

positioning the Daniels MBA as a program that rewards skill, creativity, and real-world problem-solving prowess.

## **Budget**

The proposed budget (**Exhibit 10**), with options of \$20 million and \$32.5 million (recommended), is instrumental in Purdue's MBA program's quest to reclaim a top 25 ranking within five years. The **\$20 million** budget strategically allocates funds for program development, faculty, administration, student services, placement, networking, marketing, and scholarships, forming a solid foundation. However, opting for the **\$32.5 million** budget enhances resources for extensive marketing, faculty training, and increased scholarships, providing a competitive edge. The fundraising targets further fortify financial aid and program enhancements, ensuring a comprehensive approach.

## **Conclusion**

In conclusion, the relaunch of Purdue University's Daniels MBA Program is an ambitious and strategic initiative that addresses the challenges faced by the program, propelling it towards a redefined and innovative future. This comprehensive plan not only focuses on reclaiming the program's past glory through a recalibrated curriculum and strategic positioning but also aligns with current trends and industry demands. Leveraging a competitive fee structure, targeted recruitment efforts, and a commitment to STEM excellence, the program aims to attract a diverse pool of talent. The roadmap, marketing strategy, and LegacyConnect25 initiative collectively create a holistic approach, ensuring sustained success. With an emphasis on accessibility through scholarships and a carefully planned budget, the program aspires not only to be a top-ranking MBA program but a beacon of excellence, empowering

future business leaders globally. The journey ahead involves not just reclaiming past glory but redefining the future of business education at Purdue University.

## Appendix

### Exhibit 1 - Competitor Analysis

University Names in order of ranking	Fees (per year) in state	Fees (per year) out-of-state	Median Salary	Acceptance rate	Enrollment	Mean age	Mean years of work ex
University of Chicago (Booth)	\$77,841	\$77,841	175,000	30.10%	1,281	28	5
Northwestern University (Kellogg)	\$78,276	\$78,276	164,000	31.40%	1,423	25-39	3.5-7.1 years
University of Pennsylvania (Wharton)	77,500	77,500	175,000	22.80%	1,788	28	5
MIT (Sloan)	82,000	82,000	\$165,000	14.80%	858	28	5
Harvard University	\$73,440	\$73,440	\$175,000	14.40%	2,025	28	5.4
Dartmouth College (Tuck)	\$77,520	\$77,520	175,000	33.40%	592	28	5
Stanford University	\$76,950	\$76,950	\$190,979	8.60%	862	28	4.8
University of Michigan-Ann Arbor (Ross)	\$68,196	\$73,196	\$175,000	28.10%	754	28	4.8
Yale University	\$79,000	\$79,000	\$160,000	27.70%	784	27	4.5
New York University (Stern)	\$82,326	\$82,326	170,000	27.10%	678	28	5
Columbia University	\$80,472	\$80,472	\$170,000	19.70%	1,448	28	5.1
Duke University (Fuqua)	\$71,750	\$71,750	\$160,055	20.50%	858	29	6
University of California, Berkeley (Haas)	\$67,424	\$76,433	\$155,000	19.60%	562	29	5.5
University of Virginia (Darden)	\$68,974	\$71,112	\$167,899	34.20%	699	27	5.1
Cornell University (Johnson)	\$76,690	\$76,690	175,000	31.20%	587	28	5.4
University of Southern California (Marshall)	\$72,501	\$72,501	\$150,602	24.80%	405	29	5.3
Emory University (Goizueta)	\$70,200	\$70,200	\$165,000	37.10%	276	28	5.9
Carnegie Mellon University (Tepper)	\$72,800	\$72,800	\$148,000	28.80%	430	29	5.8
University of California-Los Angeles (Anderson)	\$71,071	\$71,071	\$145,000	37.60%	689	28	4.5
University of Texas-Austin (McCombs)	\$52,544	\$58,264	\$140,500	34.10%	478	29	6
University of Washington (Foster)	\$38,445	\$56,127	\$144,500	28.10%	221	29	5.9
Indiana University (Kelley)	\$28,425	\$53,533	\$136,400	23.50%	281	30	6.4
University of North Carolina-Chapel Hill (Kenan-Flagler)	\$48,051	\$65,015	\$130,000	35.90%	542	28	5
Georgetown University (McDonough)	\$62,370	\$62,370	\$138,552	50.90%	519	29	5.2
Rice University (Jones)	\$66,000	\$66,000	\$142,000	42.80%	329	29	5

An article in the US News & Reports listing the top 25 universities for MBA programs in the USA was referred to and the data was collected through university websites. This is useful in comprehending competitor product offerings to effectively differentiate our program.

### Exhibit 2 - Projected Median Salary

Year	Average Salary	Inflation (6%)	Increase in Salary Post Inflation	Total Salary in the Next Year
2019	100,000	0.06	6,000	106,000
2020	106,000	0.06	6,360	112,360
2021	112,360	0.06	6,742	119,102
2022	119,102	0.06	7,146	126,248
2023	126,248	0.06	7,575	133,823
2024	133,823	0.06	8,029	141,852
2025	141,852	0.06	8,511	<b>150,363</b>

Adopting a conservative approach, we have set our target average salary at **\$140K**, despite our projections indicating a potential rise to around \$150K by 2025. This cautious estimate ensures that our goal is not only realistic but also highly achievable, underlining our commitment to providing attainable and substantial career outcomes for our students.

### Exhibit 3 - STP Analysis & USP

Demographic segmentation has been applied, creating three segments. Among them, working professionals constitute our primary audience, with Purdue Undergrad alums identified as our secondary target audience.

Segments	Global Professionals	Purdue Undergrad Alums	U.S.-Based Professionals
Age	25-35	25-35	25-35
Work Experience	4-5 years	4-5 years	4-5 years
Geography	Domestic + International	Domestic + International	Domestic
Career Aspirations	Advanced management skills and strong preference for analytics. Seeking a STEM MBA program from a renowned US University to further advance career opportunities.	Strong affinity and familiarity with Purdue's academic culture and values. Seek further education to advance their careers or pivot into new opportunities.	Established professional networks and connections within the domestic job market. Looking to enhance career prospects and leadership skills through an MBA program.
Target Audience	Primary Target Audience	Secondary Target Audience	

Tailored for our target audience, Purdue's Daniels School of Business presents a STEM-certified MBA program that seamlessly integrates a strong academic foundation with a dedicated emphasis on analytics and technology, bolstered by comprehensive student placement support. Our 2-year MBA program is designed to deliver an interdisciplinary learning experience, featuring a variety of electives and concentration tracks in sought-after analytics fields including Financial Analytics, Marketing Analytics, Business Analytics, and General Management and Analytics.

## **Exhibit 4 - Milestones and Timeline for Becoming a Top 25 MBA Program in the USA by 2030:**

### **2024 - Foundation Year**

Establish Vision and Mission, Curriculum Design, Industry Partnerships

### **2025 - Key Actions and Application Open for 2026**

Faculty Excellence, Marketing Strategy Launch, Advisory Board Contributions

### **2026 - Inaugural Batch Starts Program**

Student Satisfaction, Employability Success, Alumni Engagement Initiation

### **2027-2030 - Annual Cycles**

Consistent Application Growth, Rising Rankings, Alumni Success Stories

### **2030 - Achieving Top 25 Ranking**

Top 25 Ranking Attainment, Sustained Industry Recognition, Continuous Improvement Culture

### **Post-2030 - Sustaining Excellence**

Strategic Innovation, Global Impact, Ongoing Stakeholder Engagement

## **Exhibit 5 - Pre-launch Requirements**

- **Relaunch Committee** - Comprising stakeholders, faculty, and industry experts, it plays a pivotal role in charting the strategic direction of the MBA program. Responsible for decision-making, budget oversight, and stakeholder engagement, this committee ensures the relaunch aligns with the institution's vision and market demands.
- **The Program Director** - As a leadership figure, oversees the day-to-day operations. Tasked with curriculum development, faculty management, and enhancing the student

experience, the Program Director focuses on creating a dynamic and relevant educational environment that meets industry expectations.

- **Advisory Committee** - composed of industry experts, guides the program by providing insights into current market trends. Facilitating networking, offering feedback, and engaging alumni, this committee ensures the MBA program remains agile, responsive, and aligned with the needs of the evolving business landscape.
- **Administrative Team** - Responsible for admissions, student support, and resource management, serves as the operational backbone of the MBA program. From managing admissions processes to coordinating events and ensuring efficient resource allocation, the Admin Team contributes to the seamless functioning of the program.

#### **Exhibit 6 - Syllabus Structure for Purdue's 2-Year MBA Program**

**Core Courses:** These courses will be completed in the first year of the MBA and will include courses to cover key concepts in Marketing Management, Financial Accounting & Analysis, Operations Management, Business Communication, Business Analytics, Macroeconomics and Microeconomics.

**Concentrations and Electives:** Electives will be based on the chosen concentration track. Students have the flexibility to choose a few free electives from any college within Purdue, allowing for a more interdisciplinary approach. Besides 2-3 core courses in each concentration, students can choose from a wide range of courses across different concentrations, providing a customized learning experience. Based on their interests and the specialization they want to do, students can choose courses in the second year of the MBA.

- **Business Analytics Track:** Leverage data-driven decision-making courses from the MS in Business Analytics program. Examples are Data Mining, Machine Learning, Business Intelligence, etc.



- **Marketing Analytics Track:** Integrate courses focusing on market research, consumer behavior, and digital marketing analytics. Examples - Customer Analytics, Marketing Analytics, New Product Development, etc.
- **Finance & Accounting Track:** Offer in-depth courses on financial management, investment analysis, and corporate accounting from the MS in Finance program. Examples - Investment Analysis, Quantitative Financial Methods, Algorithmic Trading, etc.
- **General Management & Analytics Track:** Blend management principles with an analytical perspective, including courses on strategic management and decision-making processes. Students opting for this track are free to choose courses from other tracks.

Additionally, once the course is established, we suggest adding additional STEM-based concentrations like HR Analytics, IT Management, etc.

**Resource Sharing with MS Programs:** The MBA program will leverage existing courses offered by MS programs at Purdue, providing a rich, diverse curriculum. This integration allows for a more comprehensive and specialized learning experience, utilizing the strengths and resources of Purdue's various graduate programs.

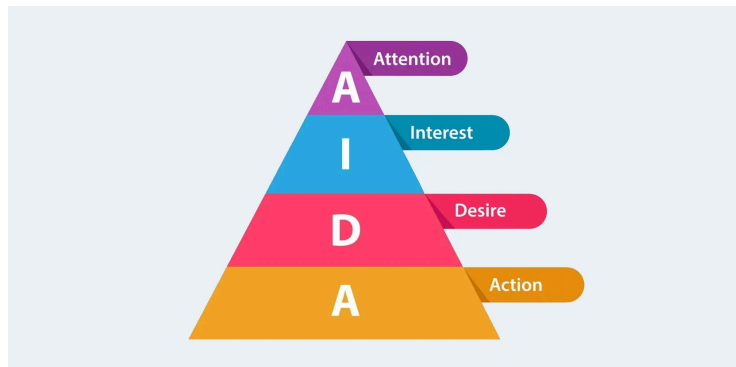
**Summer Internship:** After the first year, students will engage in a summer internship program for 8-12 weeks. These internships will be at senior positions relevant to their MBA specialization, providing an opportunity to implement the management skills acquired in the first year. The internships aim to offer real-world experience and a practical understanding of business operations, enhancing employability and practical knowledge.

## **Exhibit 7 - Placement-Focused Activities**

- **On-Campus Career Fairs:** Bi-annually organized events bringing top recruiters to campus, providing students direct access to potential employers and networking opportunities.
- **Off-Campus Career Fairs (Chicago & Indianapolis):** Specially arranged events for MBA students only in key business hubs, fully funded by the university, connecting students with diverse job markets and industry leaders.
- **Company Visits:** Organized trips to companies for students to network with professionals, gain industry insights, and establish connections for potential internships and job opportunities.
- **Alumni Networking Events:** Tailored gatherings that facilitate interaction between current students and successful alumni, offering mentorship, guidance, and valuable industry connections.
- **Student Career Service Center:** A dedicated center providing comprehensive career services, including resume building, interview preparation, and job search strategies, enhancing students' employability.
- **Immersive Projects with Companies:** Collaborative projects where students work directly with companies, gaining practical experience, and showcasing their skills to potential employers.

### **Exhibit 8 - Marketing & Student Recruiting**

The marketing plan for launch and student recruitment has been developed using the AIDA model, providing a structured approach and fostering strategic precision for optimal outcomes.



## ATTENTION

**Online Webinars and Virtual Events:** We will host engaging webinars and virtual events designed specifically for individuals aged 25-35 actively seeking MBA programs in the US. These online sessions will shine a spotlight on Purdue's MBA program, highlighting its distinctive features, faculty expertise, and success stories. To prompt immediate action, we will incorporate clear calls-to-action (CTA) for participants to explore further.

**Strategic Email Campaigns:** Our targeted email campaigns will focus on Purdue undergrad alumni, presenting a dedicated avenue to announce our new MBA program. Tailored for our secondary target audience, these emails will underscore program benefits pertinent to them, such as exclusive corporate partnerships and access to a specialized MBA-only career fair.

**Digital & Social Advertising:** Leveraging our online presence on LinkedIn and tapping into student clubs' social media platforms, we will actively promote our new MBA program. To enhance visibility, we will optimize Google SEO with strategically chosen keywords. Additionally, through SEM, we will roll out visually compelling ads on third-party websites, emphasizing the program's unique advantages tailored for working professionals.

## INTENTION

**Interactive Online Workshops:** Upon garnering interest through our initial marketing efforts, we will organize complimentary online workshops or sample classes. These sessions aim to exemplify the interactive and engaging nature intrinsic to Purdue's MBA program, providing prospective students with a firsthand experience of our dynamic learning environment.

**Personalized Content Hub:** As part of our commitment to transparency and accessibility, we will develop a dedicated online page on Purdue's website. This platform will host personalized content, featuring success stories, faculty insights, and interactive tools designed to assess career growth potential within Purdue's MBA. Additionally, we will offer interested students the opportunity to connect directly with MBA administrators or faculty, addressing any inquiries they may have.

**Virtual Campus Tours:** To cater to our international audience, we will offer a virtual tour showcasing Purdue's entire campus. Specifically tailored to highlight MBA facilities, classrooms, and other relevant spaces, this initiative enables prospective students to explore the Purdue campus environment seamlessly from any location around the world.

## **DESIRE**

**Early Enrollment Benefits:** Leveraging the reach of our digital and social media platforms, we will emphasize the advantages of early enrollment for prospective MBA students. These benefits encompass waived application fees, personalized application assistance, and additional benefits, such as exclusive access to preparatory materials or priority consideration for scholarships.

**Exclusive Alumni Mentorship Program:** Building on the success of Purdue's existing alumni programs, we are introducing an exclusive mentorship initiative for MBA aspirants.

Through this program, aspiring students will connect with accomplished alumni, gaining insights into post-MBA career advancements. This initiative, slated to commence after the first two successful years of the MBA program, aims to create a desire for similar success among prospective students.

**Specialized Career Development Webinars:** In our commitment to providing comprehensive support, we will host specialized webinars focusing on distinct MBA career paths. These webinars will offer insights into post-MBA expectations, job market trends, and specific job positions and responsibilities. Additionally, participants will enjoy an extra benefit, such as access to exclusive networking events or industry-specific resources.

## **ACTION**

**Early Access to Career Services:** In affirming our dedication to the post-MBA success of admitted students, we will offer exclusive early access to a suite of career services resources. By providing this privileged access, Purdue underscores its commitment to nurturing the professional growth of students and encourages them to enroll promptly to take full advantage of these valuable resources.

**Limited Slots for Personalized Consultations:** In an effort to create a sense of exclusivity, we will present a unique opportunity for a select number of one-on-one consultations with our program advisors. This personalized engagement aims to assist undecided applicants in making informed decisions about their academic journey. This personalized touch demonstrates our commitment to guiding prospective students through their enrollment process and helping them take the decisive step toward becoming part of Purdue's MBA program.

## **Exhibit 9 - LegacyConnect25**

A cornerstone event for the relaunch of the MBA program would be the 25th graduation anniversary celebration of the 2001 batch. This event is not just a celebration of past achievements but a strategic move to elevate the program's profile, foster alumni engagement, and secure financial support. The 2001 alumni, who are now in C-suite and senior-level positions, will be invited to connect with current students for recruitment opportunities, guest lectures, and industry insights. This engagement not only enriches the student experience but also strengthens the program's reputation in the business community.

### **a. Class of 2001 Legacy Campaign:**

- We propose initiating the “Class of 2001 Legacy Campaign,” inviting alumni to invest in the future of the Daniels MBA program. This campaign will focus on raising funds for specific needs such as student scholarships, endowing faculty positions, and developing new courses that align with current industry trends.
- We will introduce a tiered recognition system for donors. Contributions at certain levels could lead to naming rights for classrooms, auditoriums, or scholarship funds, providing a lasting legacy for our alumni within the school’s infrastructure and programs.

### **b. Alumni Recognition Gala:**

- A high-profile gala event will be organized to honor distinguished alumni from the 2001 batch and beyond. This event will serve as both a networking platform and a fundraising opportunity.
- The gala will feature an auction with items donated by alumni and local businesses. Sponsorship opportunities will be available, allowing businesses to engage with and support the MBA program while gaining visibility among a network of professionals.

### **c. Alumni-Student Mentorship Program:**

- The relaunch includes the introduction of an Alumni-Student Mentorship Program. Alumni will have the opportunity to guide and mentor current students, sharing valuable industry insights and experiences.
- A fundraising aspect will be integrated into this program. Alumni mentors will be encouraged to contribute to a dedicated fund that supports various student development activities, such as leadership workshops, international study trips, and case competition sponsorships.

**d. Commemorative Merchandise:**

- To mark the 25th reunion, we plan to release a range of commemorative merchandise. This will include limited-edition yearbooks capturing the milestones of the class of 2001, branded apparel, and other memorabilia.
- Revenue from the sales of these items will directly support the relaunch of the MBA program, contributing to our funding goals for enhancing student resources and program development.

The LegacyConnect 25 event which is expected to continue year after year as a tradition is designed to not only raise funds but also to significantly enhance the visibility and attractiveness of the Daniels MBA program. By engaging our esteemed alumni and leveraging their success, we aim to create a vibrant, supportive, and interconnected community around the Daniels MBA program, setting the stage for its renewed prominence in the business education landscape.

**Exhibit 10 - Budgeting & Resource Allocation**

Relaunch Budget - USD 20 Million (funding not included)							
Particulars	Pre-launch	2026	2027	2028	2029	2030	Total
Program Development	200,000	125,000	125,000	125,000	125,000	125,000	<b>825,000</b>
Faculty - Hiring & Training	250,000	250,000	250,000	300,000	300,000	400,000	<b>1,750,000</b>
Admin	100,000	100,000	100,000	125,000	125,000	125,000	<b>675,000</b>

Special Student Services	N/A	125,000	125,000	150,000	150,000	175,000	<b>725,000</b>
Placement focused Activities	N/A	275,000	300,000	300,000	325,000	325,000	<b>1,525,000</b>
Networking/Social Activities	N/A	200,000	250,000	250,000	275,000	275,000	<b>1,250,000</b>
Marketing & Advertising	750,000	500,000	500,000	500,000	500,000	500,000	<b>3,250,000</b>
Scholarships & Financial Aid	N/A	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	<b>10,000,000</b>
<b>Total</b>	<b>1,300,000</b>	<b>3,575,000</b>	<b>3,650,000</b>	<b>3,750,000</b>	<b>3,800,000</b>	<b>3,925,000</b>	<b>20,000,000</b>
<b>Targets - External Funding</b>							
<b>Particulars</b>	<b>Pre-launch</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>	<b>Total</b>
Scholarship Funds	N/A	750,000	750,000	750,000	750,000	750,000	<b>3,750,000</b>
Student Competitions	N/A	250,000	250,000	250,000	250,000	250,000	<b>1,250,000</b>
Alumni Donations	N/A	500,000	500,000	500,000	500,000	500,000	<b>2,500,000</b>
Legacy Donations	N/A	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	<b>5,000,000</b>
<b>Total</b>		<b>2,500,000</b>	<b>2,500,000</b>	<b>2,500,000</b>	<b>2,500,000</b>	<b>2,500,000</b>	<b>12,500,000</b>
<b>Relaunch Budget - USD 32.5 Million (funding included) - Recommended</b>							
<b>Particulars</b>	<b>Pre-launch</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>	<b>Total</b>
Program Development	300,000	200,000	200,000	200,000	200,000	200,000	<b>1,300,000</b>
Faculty - Hiring & Training	400,000	450,000	500,000	550,000	600,000	650,000	<b>3,150,000</b>
Admin	100,000	100,000	125,000	125,000	150,000	150,000	<b>750,000</b>
Special Student Services	N/A	150,000	200,000	200,000	250,000	250,000	<b>1,050,000</b>
Placement focused Activities	N/A	450,000	475,000	500,000	525,000	550,000	<b>2,500,000</b>
Networking/Social Activities	N/A	400,000	425,000	450,000	475,000	500,000	<b>2,250,000</b>
Marketing & Advertising	1,500,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	<b>6,500,000</b>
Scholarships & Financial Aid	N/A	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	<b>15,000,000</b>
<b>Total</b>	<b>2,300,000</b>	<b>5,750,000</b>	<b>5,925,000</b>	<b>6,025,000</b>	<b>6,200,000</b>	<b>6,300,000</b>	<b>32,500,000</b>
*2024 & 2025 - pre-launch years							

Above, 2 budgets are proposed, one with the given amount of USD 20 million (Budget A) and one with an increased budget of USD 32.5 million (Budget B). Budget B is supported by establishing targets of external funding in the form of donations and scholarship support and is the recommended budget to ensure goals are achieved while not adding on to the University's out-of-pocket expenses. The various ways to raise funds and get scholarship support have been addressed in the report. Other budget elements are elaborated on below.

- **Program Development** - This includes costs to continuously upgrade the program offering to stay relevant in the constantly changing business world. It also includes onboarding special industry experts for short workshops and seminars.



- **Faculty Recruitment & Training** - Onboarding specialist faculty with extensive industry experience for specific MBA-only courses are accounted for. All faculty also must be trained regularly to keep them updated with industry trends and demands to ensure they continue delivering relevant education.
- **Admin** - Backend functions play a major role in smooth function and a team specially catering to the MBA program will be able to ensure that.
- **Special Student Services** - This includes a team of mentors for career advising, resume building, and job search guidance. It also includes special career development-focused seminars and guest lectures.
- **Placement-focused activities** - Extensive placement support is a key focus for the program and heavy investments ensure most impactful initiatives can be undertaken with off-campus career fairs and company visits being the primary focus.
- **Networking/Social activities** - Involving everything from student entertainment to alumni networking, it is targeted towards making the experience holistically enriching for students. The flagship LegacyConnect25 initiative can only be undertaken under Budget B.
- **Marketing & Advertising** - Extensive marketing lies at the heart of a successful relaunch and extensive investments across various forms of paid, owned and media will be undertaken throughout the year. Additional investments in the pre-launch year will get the targeted number of applicants and intakes in the first year itself.
- **Scholarships & Financial Aid** - This forms the largest chunk of the budget and depending on the budget chosen, anywhere between USD 10-15 million can be dedicated towards providing students with various forms of scholarships and financial aid. With great ROI being a primary differentiator, this extensive financial support is sure to appeal to some of the best students globally.

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