YOUR SUCCESS, MOMENT BY MOMENT
START THE PATH TO YOUR OWN TRUE SUCCESS BY SEIZING EVERY OPPORTUNITY.

You may see your future clearly—you know what you want to do and where you want to do it. Or maybe you want to discover your passion and talents through exploration—in the classroom and beyond.

The Kelley School of Business at Indiana University will get you there. We’ll prepare you to make the most of your education and the opportunities that will shape your career and life—moment by moment.
YOUR KELLEY EXPERIENCE WILL BE FILLED WITH CRITICAL MOMENTS—MOMENTS THAT POWER YOUR CAREER FOR A LIFETIME.

By the time you graduate from Kelley and start your career, you’ll be experienced, confident, and ready for any challenge.

AT KELLEY, WE TURN PROMISING STUDENTS INTO THE FINEST PROFESSIONALS. AND WE DO IT IN A WAY THAT ONLY WE CAN.

You’ll have every opportunity you could want to zero in on your interests, master the fundamentals and intricacies of business, develop communication and presentation skills, and get real experience. Your opportunities will include our signature professional development program, Kelley Compass.

Through each experience, you’ll get coaching and feedback from a community of people who want to help you succeed, including your professors and classmates.

A Kelley education will challenge you and shape your future. Our 7,500 undergraduate students have the talent to succeed, but they also have the humility to grow and the tenacity to persevere. They develop the emotional intelligence and professional habits required for a successful—and rewarding—career.

The result? You’ll be ready to turn critical moments into lasting career momentum.
OUR MAJORS INCLUDE ALL KEY AREAS OF BUSINESS, ENABLING YOU TO FIND THE RIGHT COMBINATION TO ACHIEVE YOUR GOALS.

BUSINESS UNDERGRADUATE MAJORS

Develop your academic goals as you discover your interests and strengths. You may take until the end of your third year to choose a major that’s right for you.

- Accounting
- Economic Consulting
- Entrepreneurship and Corporate Innovation
- Finance
- Information Systems
- Management
- Marketing
- Operations Management
- Professional Sales
- Public Policy Analysis
- Real Estate
- Supply Chain Management

BUSINESS UNDERGRADUATE CO-MAJORS

Enhance any Kelley undergraduate major with a co-major that makes you more competitive. A co-major is a second major only and declared with another primary major.

- Business Analytics
- Digital and Social Media Business Applications
- International Business
- Law, Ethics, and Decision-Making
- Sustainable Business
- Technology Management
Welcome to Your Hodge Hall Undergraduate Center

Hodge Hall combines traditional architecture and the latest technology to create your ideal academic home. With state-of-the-art classrooms, creative collaboration spaces, and even a trading room, this is where you’ll train to become one of tomorrow’s business leaders.

Conrad Prebys Career Services Center

The Prebys Center will be your launchpad to the career of your dreams. You’ll develop your path with dedicated coaches, make valuable connections with recruiters and alumni, and prepare for lasting career success.

Go inside Hodge Hall and the Prebys Center: gokelley.iu.edu/lookinsideksb
OUR FACULTY AND STAFF’S UNPARALLELED INVESTMENT IN YOUR EDUCATION ENABLES YOU TO ACHIEVE YOUR OWN TRUE SUCCESS.

The extraordinary dedication of our world-class professors and advisors sets Kelley apart from other business schools. Extra office visits, late-night emails to help with projects, and chats over coffee are the norm.

YOUR SUCCESS IS OUR SUCCESS.

Your professors are your mentors and coaches. They’re also masters of straight talk—telling you what you need to hear to be your best. So when you need feedback, when you want to share good news, or when you need guidance in making a tough decision about your future, you’ll know where to turn.

“\n
The Kelley faculty want to create real relationships with you. They are invested in you as a person—who you are and what you want to do—and they’re there to help you do your best.”

Gianmarco Medina, BS’21, finance, international business, and business analytics
TO PREPARE FOR WHERE YOU’RE GOING, YOU NEED TO KNOW WHO YOU ARE.

WHAT DO YOU LIKE? WHAT ARE YOUR TALENTS? YOUR VALUES? YOUR CAREER GOALS?

Your answers will shape your time at Kelley and your future. Finding them may be harder than you think, but we’ll help you—starting with Kelley Compass.

Considered the DNA of the Kelley curriculum, Compass is split into three components—each designed to develop your professional skills and help you make important academic and career decisions:

COMPASS I
- Explore majors and careers
- Build your personal brand
- Strengthen your network

COMPASS II
- Prepare for your career
- Create a resume and cover letter
- Develop interview and job search skills

COMPASS III
- Become a confident leader
- Learn how to influence others
- Polish your soft skills

“Kelley Compass shows you how to build your personal brand. That’s what makes us stand out from students at other universities. Coming into my internship, I had connected with co-workers on LinkedIn, and before we even talked, people already knew me and were impressed by my experiences.”

Maya Caine, BS’18, solutions engineer, Salesforce
### ENVISON YOUR PATH TO SUCCESS

Your journey at Kelley will evolve as you uncover new strengths and career interests.

### Business Foundations

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Composition</td>
<td>3</td>
</tr>
<tr>
<td>Business Presentations</td>
<td>3</td>
</tr>
<tr>
<td>Compass I</td>
<td>1.5</td>
</tr>
<tr>
<td>Finite Math</td>
<td>3</td>
</tr>
<tr>
<td>Calculus</td>
<td>3 or 4</td>
</tr>
<tr>
<td>The Computer in Business</td>
<td>3</td>
</tr>
<tr>
<td>Basic Accounting</td>
<td>1</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>Compass II</td>
<td>1.5</td>
</tr>
</tbody>
</table>

### Business Integration

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>Technology &amp; Business Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Statistics</td>
<td>3</td>
</tr>
<tr>
<td>Global Business Environments</td>
<td>1.5</td>
</tr>
<tr>
<td>Business, Government, &amp; Society</td>
<td>2</td>
</tr>
<tr>
<td>Global Business Analysis or Immersion</td>
<td>1.5 or  3</td>
</tr>
<tr>
<td>IU General Education</td>
<td>15–21</td>
</tr>
<tr>
<td>Integrated Core (I-Core)</td>
<td>12</td>
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<tr>
<td>Compass III</td>
<td>1</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>3</td>
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<tr>
<td>Ethics and the 21st Century Business Leader</td>
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<tr>
<td>Strategic Management</td>
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### Specializations

<table>
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<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Major Courses*</td>
<td>15–31</td>
</tr>
<tr>
<td>Co-Major Courses (optional)</td>
<td>12–15</td>
</tr>
<tr>
<td>Minor Courses (optional)</td>
<td>12–21</td>
</tr>
<tr>
<td>Elective Courses (optional)</td>
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### IU General Education Requirements

<table>
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<tr>
<th>Category</th>
<th>Credits</th>
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<tr>
<td>A&amp;H Arts and Humanities</td>
<td>6</td>
</tr>
<tr>
<td>N&amp;M Natural &amp; Mathematical Sciences</td>
<td>3</td>
</tr>
<tr>
<td>World Languages and Cultures (WLC)</td>
<td></td>
</tr>
<tr>
<td>Language Proficiency/Study Abroad/Culture Courses</td>
<td>6–12</td>
</tr>
</tbody>
</table>

Courses listed in **bold** are taught within the Kelley School.

### MAJORS

*Credits vary by major. Academic advisors assist in developing a customized plan. Kelley majors can be found on page 4.*

120 credits (minimum)

Study abroad at any point during your degree path
Find your people. Our 70+ student organizations enable you to make connections and friends, explore your interests, and build your resume. Our student clubs include Out at Kelley, an LGBTQ+ organization for students and allies, and eight groups dedicated to women in business.

Feel empowered. Kelley students inspire one another to achieve more. Partnerships with students, faculty, and staff provide encouragement, support, and opportunities.

Make a difference. Eager to put your business skills to work for good? The Kelley Institute for Social Impact (KISI) empowers you to make positive economic and social change in local and global communities.

Celebrate diversity. At Kelley, you’ll find support and resources for underrepresented minority and international students and an inclusive community that embraces people of all backgrounds.

Your Kelly experience will include moments that challenge your resilience—and you’ll find mentors, programs, and resources to develop your capacity to thrive. Our community supports your ability to achieve balance and manage stress, a skill set that will benefit you as a student and in your professional life.

Balance and wellness initiatives include:
- Balance at Kelley, a student organization dedicated to mental wellness through awareness and resources
- Balance Week programs to ease anxiety ahead of final exams
- Mental wellness/balance task force of faculty, staff, and students
- Mentorship program serving all new students
- Seminars and speakers, including current Kelley students sharing their experiences
Lasting friendships. Exclusive connections. Invaluable academic and career prep. This is the Kelley Living Learning Center, a one-of-a-kind living experience for future business leaders like you.

**WHY THE KLLC?**

**It’s valuable.** Make deep connections with Kelley recruiters, faculty, and alumni; take trips to visit top companies; and attend—or even plan—professional and social events.

**It’s convenient.** The KLLC is a quick walk to Kelley.

**It’s fun.** The KLLC is a tight-knit family whose members motivate each other to succeed. These aren’t just some of the best friends you’ll make at IU—they are the business trailblazers of the future.

Discover everything the KLLC offers and how to apply: gokelley.iu.edu/kllc

"At the Kelley LLC you get opportunities that you won’t get anywhere else. As a freshman, you have experiences that are usually reserved for juniors and seniors."

—Elizabeth Bolyard, BS’20, finance and accounting
To know just how much you can achieve, you have to test yourself. You have to go outside your comfort zone and take on challenges you’re not sure you can overcome.

You’ll have to work hard. You’ll have to be resourceful and persistent and bold. But you’ll survive these trials—and thrive because of them.

And you may surprise even yourself by what you can do.

A curiosity for other cultures led Natalie Moore, BS’16—now an associate brand manager at The Kraft Heinz Company—to choose to study abroad in Hong Kong. “You will be pushed to your limits and your patience will be tested, but you will learn so much more than you thought possible about the world and yourself by exceeding those limits and rising to the challenge.”
A global business education is a requirement for modern executives. That’s why we offer so many international programs—you can get the overseas expertise you want, the way you want it.

Kelley offers a variety of study abroad options:

- **Short-term programs** that last three weeks or less
- **Summer internships** at multinational corporations
- **Semester programs** at top international universities, enabling you to earn business credit while engaging in cultural exchange

In addition to study abroad, the second-year **Global Foundations Core** teaches you to analyze and interpret the influences that drive the global economy.
BUILD YOUR KELLEY NETWORK

BEING A KELLEY IS ABOUT PERFORMING AT YOUR BEST.

From the moment you join the Kelley family, that’s the goal of your professors, your classmates, and our staff and alumni. We’ll push you to maximize your potential.

Your classmates will expect you to do the same for them. We believe succeeding together is a greater achievement than going it alone. And the connections you make at Kelley will form a professional network you can turn to throughout your career.
I-CORE: THE MOST CHALLENGING, PROUDEST EXPERIENCE OF YOUR LIFE.

The Integrated Core (I-CORE)

Put everything you’ve learned about business to the ultimate test.

It’s a Kelley rite of passage: four classes and a series of intensive experiences that test how far you’ve come.

Taken after you have completed all prerequisite courses, I-Core challenges you to address the relationships among finance, marketing, operations, and leadership while solving cross-functional business problems. You’ll develop your professional and leadership skills, conquer an in-depth team case project, and earn a coveted I-Core shirt.

The I-Core experience and the knowledge gained will set you apart in your career. Your acquired ability to see issues holistically will give you an edge in business situations.
YOU’VE WORKED HARD. YOU’VE CONQUERED BIG OBSTACLES.
THIS IS WHEN IT ALL PAYS OFF.

Your I-Core case. Your study abroad program.
Your experience leading student organizations.
Your presentations and case competitions and all those late nights mastering Excel. All of it has led to this moment.

You’re at the top of your game. You’re in the zone. Everything you’ve learned comes together, and you apply it to do something big, something meaningful, for your team or in your life.

Because that’s what Kelleys do.

Whether working on a team project or running drills with the Reserve Officers’ Training Corps (ROTC), finance major Chiara Fitzgerald, BS’20, pushes herself to peak performance academically and physically. “Being part of ROTC and Kelley, I found motivation to be the best—the best cadet and the best Kelley student—I could be.” She was also inspired to help others like her by leading Sisters in Arms, an organization that enables ROTC women to reach their fullest potential.
YOUR INTERNSHIPS ARE A CHANCE TO LEARN FROM INDUSTRY LEADERS—AND IMPRESS POTENTIAL EMPLOYERS.

Kelley students intern all over the country and world, taking on challenging projects of substance for top corporations and organizations. Employers consistently praise our students’ professionalism, business skills, work ethic, and job-readiness—and offer them full-time jobs.

"I took a supply chain class this semester and learned about the Toyota Production System. Now I’m an intern at Toyota—and seeing my education come to life in the ‘real world’ is amazing. Using collaborative skills and innovative ways of thinking that I learned at Kelley, I help people save time, money, and energy."

Blake Bradley, BS’21, supply chain management and sustainable business

TOP COMPANIES FOR INTERNSHIPS

pwc  EY  Deloitte

KPMG  JPMorganChase

$23 average HOURLY WAGE FOR INTERNS

615 COMPANIES HIRED KELLEY STUDENTS for internships in 2017–18
Launching your career is like anything else: it takes preparation. That’s the specialty of our Undergraduate Career Services, one of the nation’s best.

You’ll get personalized career guidance and support throughout your time at Kelley. Because of Kelley’s reputation and Undergraduate Career Services’ relationships with employers, you’ll have many opportunities to network and interview on campus—and in a facility that reflects the world-class quality of Kelley and its students.

You’ll also have many opportunities to network and interview on campus—and in a facility that reflects the world-class quality of Kelley and its students.

The percentage of new graduates who reported full-time employment or graduate school admission is 96%.

The average starting salary for Kelley graduates is $63,000.

1,317 companies recruited students for internships and full-time employment in 2017–18.

The top cities for employment are:
- Chicago
- New York City
- Indianapolis
- San Francisco
- Columbus, Ohio

The top industries for full-time positions are:
- Consulting
- Investment Banking
- Retail
- Public Accounting
- Financial Services

The top states for employment are:
- Illinois
- Indiana
- New York
- California
- Texas
- Ohio

290 companies recruited on campus in 2017–18.
“It’s the people at Kelley who make it so special. My professors and classmates empowered me to become a businesswoman who doesn’t follow a single path, who is creative and confident. No matter where I go in my career, the Kelley family supports me.”

Simone Siew, BS’19, business technology analyst, Deloitte

Our 115,000+ alumni form the world’s largest business school alumni network

The support at Kelley extends to many of the world’s biggest and best companies, to corner offices and top floors as well as exciting new start-ups. Our alumni are on your side even before you graduate, and you can call on them at any stage of your career.
WHEN YOU’RE A KELLEY, YOU’RE A HOOSIER.

At Kelley, you get the academic options and spirited community of a top public research university: Indiana University Bloomington.

Enhance your education with a major or minor from another IU school (IU offers 200+ majors in all) or a foreign language (more than 70 are taught here). Put on your candy-striped pants and cheer for our Big Ten sports teams. Choose among 750+ student organizations to join and lead. Explore the restaurants, shops, and trails of our lively and inclusive hometown, Bloomington, which Travel + Leisure said has “the soul of a big city but the heart of a small town.” And get inspired by our beautiful campus.
HOW YOU EXPRESS YOUR IDEAS MAKES A BIG DIFFERENCE. LEARN HOW TO DO IT SO YOU—AND YOUR IDEAS—SHINE.

Whether it’s an idea pitch or an important one-on-one meeting, the ability to work with others and communicate your ideas is essential to success.

At Kelley, you’ll develop these and other “soft skills” early. You’ll use them often—in presentations, case competitions, team meetings, career fairs, networking events, and internship and job interviews. And they’ll give you a competitive edge.

Part of becoming a professional is knowing yourself and how to work with and lead others.

For Jada Haynes, BS’19, learning to communicate effectively led to five case competition wins—and the confidence to share her ideas. “After pitching to VP-level executives, it’s easier to talk to a teammate or speak in front of recruiters.” It also helped her earn her role as a business analyst at McKinsey & Company in Chicago.
BECOME A KELLEY

DIRECT ADMISSION TO KELLEY FOR FALL 2020

Direct admission is only offered to first-year students entering in the fall semester. You will become a direct admit to the Bloomington Kelley School of Business if you meet all criteria below and submit all IU application materials by November 1:

1. Indicated one of Kelley’s business majors as your intended major.
2. Earned the required test score. Please visit indiana.edu/admissions for information on how IU superscores.
   • A composite ACT score of 30
   • SAT score of 1370 (Evidence-Based Reading and Writing and Math)
3. Earned a cumulative GPA of 3.8 on a 4.0 scale in high school. We will use the highest GPA that is sent to IU Admissions from your official high school transcript. In most cases this is the weighted GPA.

If your record does not meet the criteria above, you will need to petition through our website to be considered for direct admission.

Direct admission criteria for Fall 2021 will be released by mid-August 2020.

Learn more:
gokelley.iu.edu/directadmission

STANDARD ADMISSION

Standard admission means a student is admitted to IU, takes business courses, and then applies to enter the Kelley School.

Here’s what you need to know:
- Standard admits and direct admits take the same courses.
- The courses required for Kelley admission are also required for every Kelley major.
- Applicants should complete 30 credit hours of college coursework by the time the committee reviews their application. Freshmen and transfer students typically take classes for two semesters, applying in the second semester.
- The acceptance rate for standard admission applications is just over 65%.
- Students who are not offered admission to Kelley usually complete another business-related degree at IU with a Kelley minor.
- For specific details on applying via standard admission please visit:
gokelley.iu.edu/standardadmission

Explore our scholarships

Students who are offered direct admission by late December will automatically be considered for freshman funding. Prebusiness and transfer students can apply for scholarship consideration when they apply for admission to Kelley.

Learn about our scholarships:
gokelley.iu.edu/scholarships

The IU Bloomington Office of Scholarships has information about a variety of other scholarships:
scholarships.indiana.edu

See firsthand how Kelley can take you from moment to momentum, and explore IU Bloomington’s unforgettable campus.

Your visit options include:
- Information sessions with a student and staff member (sign up in advance)
- The Kelley Classroom Host Program, in which you can attend a class with a student and meet other students and faculty (sign up online at least two weeks before your visit)
- Plan your visit: gokelley.iu.edu/visit

The IU Office of Admissions also has several visit options and a virtual tour:
admissions.indiana.edu/visit

Learn more:
gokelley.iu.edu/directadmission
“There's no single path at Kelley to reach your goal,” says Tanner Snider, BS’18, who came to Kelley planning to study finance but discovered a passion for consulting. Now a business analyst at McKinsey & Company, Tanner's unique path included launching a student-led consulting organization, studying abroad in South Korea and Hong Kong, and interning at Oracle and McKinsey.

“Kelley offers so many opportunities,” Tanner says. “Get involved where your passion and skills intersect and achieve your own definition of success.”

See Tanner’s story: gokelley.in.edu/tanner