

Program Announcement

2007 Purdue University Applied Management Principles (AMP) Program for Graduate Students in Engineering and the Sciences

You are invited to nominate promising doctoral students to the 2007 (10th annual) Applied Management Principles (AMP) Program. Relevant information follows:

Program rationale and instruction

- AMP comprises over 50 in-class hours of non-degree “mini-MBA” education for graduate students in engineering and the sciences, as well as from industry. It is jointly sponsored by Purdue’s Krannert School of Management and College of Science.
- The program satisfies the heightened interest in the world of business that increasing numbers of graduate-level engineers and scientists are expressing.
- Program areas include: Managerial accounting; human resource, financial, marketing, and strategic management; and entrepreneurship. Additional optional sessions focus on such topics as building a financial portfolio, as well as the job search.
- Professor Joseph Steinman, DBA, from the Coggin College of Business Administration at the University of North Florida, will reprise his highly successful instruction.
- The Sloan and National Science Foundations have supported AMP, and the University Continuing Education Association recognized it for “blurring the boundaries between academe and industry.”
- 500+ participants from Purdue, CIC and European institutions, and industry have completed AMP.
- See our Web site (<http://www2.krannert.purdue.edu/info/non-degree/amp>) for more information.

Program logistics and fee

- We will conduct the 2007 program over 11 daily sessions, from Monday-Friday, May 14-25, during Purdue’s Maymester. Weekday sessions meet from 8:30 AM-1:30 PM, and we also meet for three hours (9:00 AM-Noon) on Saturday, May 19. Afternoon sessions on select topics are optional.
- Students should expect to perform an average four hours of daily homework (financial calculations and business case analyses). Assignments are not graded, and there are no quizzes or exams.
- We will hold all sessions in the Krannert Center for Executive Education, 425 W. State St., Rm. 124.
- We will serve mid-morning brunch daily, concluding the program with presentation of certificates of completion and a reception.
- The 2007 program fee for Purdue graduate students is \$900.00, which includes program instruction and materials, daily brunch, and closing reception. In previous years of AMP, student fees have typically been paid by the Colleges/Schools and Departments, usually split between the Dean’s Office and the students’ academic departments. However, given the fee increase for 2007, necessitated by rising program expenses, we suggest that participating graduate students pay some portion of the fee. For ease of payment, we recommend internal transfer of funds between participating Colleges/Schools/Departments and the program administrator, the Krannert School of Management. Students’ portions of fees may be paid by check or credit card through Purdue’s Office of Continuing Education and Conferences.

Program nominations

- Krannert Executive Education Programs (KEEP) will accept a rank-ordering of nominees from the Dean of each College/School. Each Dean has a form to facilitate this process.
- In most years, this popular program is oversubscribed. Hence, we reiterate our request to please rank-order your nominees, giving us the flexibility to offer seats to all of our various constituencies. We can accommodate a maximum 60 participants.
- Deans of each College/School should send their rank-ordered nominations by **Friday, April 6th**, to facilitate participant selection and allow sufficient time for pre-program assignments.
- For more information, contact: Cathy Garrison, Krannert Executive Education Programs (KEEP) Purdue University, Krannert Center 239, 425 West State St., West Lafayette, Indiana 47907-2056, 494-1554 (office), 496-3483 (fax), garrison@purdue.edu (e-mail)