Jan & Tony's

COLLEGE COACHING PROGRAM

Indiana University, Bloomington

https://www.iu.edu/index.html

February 2026

General Overview

Indiana University Bloomington (IU) is the flagship public university of Indiana and one of the largest and most dynamic campuses in the Midwest. The university plans to enroll approximately 9,600–10,000 first-year students, and Early Action applications have surged to 74,000, up 10% from the prior year. Nearly 45% of applicants express interest in business, reflecting the national strength of the Kelley School.

IU recently celebrated a major athletic milestone with a 2026 National Championship football title, generating heightened national visibility and school spirit.

As a public institution, 50–52% of enrolled students must be Indiana residents, shaping both admissions strategy and overall class composition.

Academics

Indiana University offers 200+ majors across a wide range of schools and colleges. While IU is known nationally for business, it also has strong programs in:

- Public Health (including sports marketing and management)
- Public and Environmental Affairs (management, HR, policy)
- Media (including highly regarded game design)
- Informatics, Computing, and Engineering (rapidly expanding)
- Education (notably allows student teaching abroad)
- Social Services and related fields

Some majors currently listed as "suspended" are being reclassified rather than eliminated.

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IU requires seven semesters of math for admission (AP Statistics counts; discrete or "real world" math typically does not). Applications are reviewed case by case if math preparation falls outside the standard expectation.

The university does not recalculate GPA but closely reviews individual course grades, considering both weighted and unweighted GPAs as presented on the transcript.

Limited Enrollment Majors

Certain majors are designated limited enrollment, most notably:

- Business (Kelley School)
- Nursing (currently the #3 most popular major)

Not all applicants will be offered Pre-Business or Pre-Nursing, as enrollment is capped to protect access to shared resources. These applicants are reviewed differently due to capacity constraints.

If students are not admitted into their limited major, IU may reach out with alternative pathways, including enrolling in another school and later pursuing an accelerated 5-year master's in business option.

Kelley School of Business

Kelley is one of IU's most sought-after programs, and admissions are highly structured.

Direct Admission vs. Pre-Business

- IU admits students to the university first, then to Kelley.
- Kelley plans to enroll approximately 2,000 direct admits.
- About 25,000 Kelley Prospect Inventories (KPIs) were submitted this year.

The Kelley Prospect Inventory (KPI) is optional and required only for students seeking direct admission. It is a multiple-choice form (no essay) designed to gauge a student's demonstrated interest in business.

To be considered for direct admission:

- IU application submitted by Nov. 1

- KPI completed by Nov. 15
- Direct admit decisions were noted in admission letters; final notifications extend through mid-April.

If admitted to Pre-Business, students are automatically enrolled in required prerequisite courses. To transition into Kelley from Pre-Business, students must earn no lower than an A- in required coursework. If they meet the academic standards, admission to Kelley is guaranteed.

Important distinctions:

- If admitted to Pre-Business, a student will not be reconsidered for Direct Admit.
- If not offered Pre-Business or Direct Admit, there is no pathway to transfer into Kelley later.
- Students offered a second-choice major will not be able to transfer into Kelley.
- Students minoring in business still gain access to Kelley resources, including advisors and career fairs.

Kelley admissions trends:

- Test-optional; less emphasis on standardized test scores.
- Particular focus on math rigor and grades.
- Preference for Pre-Calculus and Calculus over Statistics (though Statistics after Pre-Calc is acceptable).
- Yield is higher among Direct Admits.
- 96% job placement rate, with finance being especially popular.

A helpful advising message from Kelley:
“Make sure you love IU more than you love Kelley.”

Nursing

Nursing is a limited enrollment major and currently one of the most competitive programs at IU. Similar to business, not all qualified students will be offered Pre-Nursing due to capacity limits.

Honors Programs

Hutton Honors College

Hutton Honors College seeks students who are genuinely interested in an honors experience. Students indicate interest via their admissions portal checklist.

Admissions are reviewed holistically, with attention to:

- Academic rigor
- Individual course grades
- Context of GPA (particularly in light of grade inflation)

Career Services

IU's scale and alumni network provide extensive career connections. Kelley in particular reports a 96% placement rate, reflecting strong employer pipelines and alumni engagement.

Students minoring in business retain access to Kelley career fairs and advising resources. Across campus, career preparation is integrated into the academic experience.

Athletics and Campus Spirit

IU competes in the Big Ten Conference and has recently elevated its national profile with a 2026 football national championship. School spirit and campus pride are significant aspects of student life.

Residence Life

IU has ample housing capacity to support its large incoming class. Housing applications open in February, with the first selection window closing May 1. Students who are very particular about housing preferences are encouraged to apply early within the first window.

Admission

Early Action applications have reached 74,000, representing significant growth. Students applying by Nov. 1 receive priority review.

If deferred:

- Students may submit an optional personal statement.
- If a second-choice major was selected, that is the major considered upon reevaluation.
- Failure to submit additional information after deferral significantly reduces chances of admission.

IU does not recalculate GPA but pays close attention to coursework and grades, especially in math for business applicants.

Who Thrives at Indiana University Bloomington

Students who thrive at IU are comfortable in a large, energetic university environment with significant school spirit and academic breadth. They are self-directed, able to navigate systems and advocate for themselves, and excited by access to extensive resources, alumni networks, and career pipelines.

For Kelley applicants in particular, successful students demonstrate strong quantitative preparation, high math performance, and a clear interest in business—not just prestige.

IU is especially well-suited for students who:

- Want Big Ten athletics and campus energy
- Value strong business, media, public affairs, or emerging tech programs
- Appreciate multiple academic pathways within a large university structure
- Understand the competitive and structured nature of limited enrollment majors