MASTER’S PROGRAMS

BUSINESS ANALYTICS & INFORMATION MANAGEMENT

MASTER OF SCIENCE IN BUSINESS ANALYTICS AND INFORMATION MANAGEMENT (MSBAIM)

Become an industry leader using data to impact prominent companies from a STEM-designated program. The MSBAIM program equips you to extract meaningful insights from data and to deploy state-of-the-art information technologies and analytical techniques. The program’s rigorous curriculum and real-world application through experiential learning will prepare students to meet the growing data science demand.

• Apply classroom knowledge to real-world problems through experiential learning.
• Increase competency in current best practices of data handling and analysis.
• Meet with influential data-science and consulting companies.
• Gain opportunities to earn industry certifications and compete in business analytics events.
• Students also enjoy access to a wide range of business foundation courses through the Krannert School of Management.

PROGRAM HIGHLIGHTS

• Award-winning Management Information Systems and Quantitative Methods faculty.
• Flexible curriculum with varied electives to build industry savvy toward individual career objectives.
• Develop software tool proficiencies with Python, SAS, SQL, R, Hadoop, Minitab, Gurobi, and various big data technologies.
• Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics.
• Courses maximize peer-to-peer learning through case studies and class activities.
• Apply unique techniques of data collection, manipulation, optimization, analysis, and visualization to solve real-world business problems.
• MSBAIM program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.
• Professional Development Paid Opportunities: 1-year LeetCode Subscription, AWS Certification, Tableau Desktop Specialist Certification, INFORMs conference registration, and more.

DEGREE EARNED

Master of Science

LENGTH

11-month program beginning in June & August

FORMAT

Full-Time
3 Semesters
36 Credit Hours
In-residence

AVERAGE AGE

22–27
Avg work experience: 2–3 years

FEES

View Current Rates
BUSINESS ANALYTICS & INFORMATION MANAGEMENT

PLACEMENT PROFILE
MSBAIM

EMPLOYMENT
100% Employment Rate

AVERAGE SALARY
$121,632

EMPLOYERS
Amazon
Blue Cross
CVS
Deutsche Bank
Discover
eBay
FedEx
IQVIA
Lowe's
Macy's
Microsoft
Nestle
PayPal
S&P Global
Wayfair
And many more...

Core Courses: 17 Credits
Business Foundation Electives: 6 Credits

CORE COURSES
- Business Analytics with SAS
- IT Innovation and Advantage
- Data Mining
- Management of Organizational Data
- IT Project Management
- Communication Persuasion
- Advanced Business Analytics
- Spreadsheet Modeling and Simulation

RESTRICTED ELECTIVES
- Python Programming
- Data Visualization
- Using R for Analytics
- Computing for Analytics
- Cloud Computing I
- Cloud Computing II
- Big Data
- Statistical and Machine Learning
- Web Data Analytics
- Analyzing Unstructured Data
- Industry Practicum
- High Dimensional Data Analysis
- Machine (Reinforcement) Learning
- Customer Analytics
- Macro Programming
- Optimization Mod. w/ Spreadsheets

FREE ELECTIVES
Any Krannert Course (MGMT, OBHR, ECON) 500 level and above

CAPSTONE COURSES
- Corporate Partners (The Data Mine)
- Industry Practicum

Restrict Electives: 8 Credits
Free Electives: 5 Credits

BUSINESS FOUNDATION ELECTIVES
- Marketing Management
- Investments
- Logistics
- Accounting for Managers
- Advanced Corporate Finance
- Financial Modeling
- Operations Management
- New Product Development
- Marketing Analytics
- Manufacturing, Planning and Control
- Global Supply Chain Management
- Financial Management
- Portfolio Management
- Entrepreneurship
- Leadership
- Pricing Strategy and Analysis
- Data-Driven Markets
- Financial Modeling II
- Strategic Management
- Ethical Supply Chain Management
- Intro to Operations Management
- Leading Management Diversity
- Forensic Accounting & Fraud Exam
- Change Management
- Negotiations
- Supply Chain Management
- Competitive Strategy
- Venture Capital
- Machine Learning in Marketing
- Marketing Analytics
- Managing Global HR
- Options and Futures
- Strategic HR Management

Information compiled from recent cohorts.

#6
MASTERS IN BUSINESS ANALYTICS (NORTH AMERICA)
QS World University Rankings

#8
MS IN BUSINESS ANALYTICS (NORTH AMERICA)
MastersInDataScience.org

For more information and a sample Plan of Study visit
https://purdue.university/MSBAIM-plan-of-study

I had heard so much about Krannert’s strong technical and analytical focus before coming here. The strong industry connections and experiential learning opportunities have given me the hands-on experience I need. Krannert has really prepared me well for the future, enhancing my technical abilities, while the team dynamic has made me more open-minded when working with future colleagues.”

XIANGYI CHE
MSBAIM ’18

July 2022

Meet Online with Program Specialist
purdue.university/MSBAIM-Meet

Purdue University Krannert School of Management