KRANNERT SCHOOL OF MANAGEMENT

MS BUSINESS ANALYTICS AND INFORMATION MANAGEMENT

PROGRAM HIGHLIGHTS

- 11-month full-time program targets students with Science, Technology, Engineering or Math background
- Award winning Management Information Systems and Quantitative Methods faculty
- Ranked #4 in Information Management Systems by EdUniversal
- Courses maximize peer-to-peer learning through case studies, class discussions and in-class exercises
- Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics
- Program emphasizes technologies, techniques, business foundation, and communication

RELEVANCE

“Krannert provided me with a strong foundation in analytics and gave me ample opportunities to solve real-world business problems. This formed a platform that I used every day.” - Venky Arun, Purdue MBA 2012, Manager, A.T. Kearney

CURRICULUM

Core
- Spreadsheet Modeling and Simulation
- Data Mining w/SAS Enterprise Miner
- Management of Organizational Data
- Business Analytics
- Advanced Business Analytics w/SAS
- Management Information Systems
- IT Project Management
- Communication and Persuasion

Business Foundation (choose 6 credits)
- Micro Economics
- Accounting for Managers
- Intro to Operations Management
- Marketing in a Global Economy
- Strategic Management

Restricted Electives (choose 8 credits)
- Design: Social Networks & Engagements
- Six Sigma & Quality Management
- Web Data Analytics
- Digital Business and Information Strategy
- Big Data Technologies
- Optimization Modeling with Spreadsheets

TRACKS

Supply Chain Analytics Track
- Supply Chain Analytics
- Strategic Sourcing and Procurement
- Global Supply Chain Mgmt
- Logistics

Investment Analytics Track
- Investments
- Options and Futures
- Portfolio Management
- Fixed Income Securities
- Financial Risk Management
- Financial Engineering

Corporate Finance Analytics Track
- Financial Management
- Venture Capital and Investment Banking
- M&A, and Corporate Control
- International Financial Management

CONTACT

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