KRANNERT SCHOOL OF MANAGEMENT
MS BUSINESS ANALYTICS AND INFORMATION MANAGEMENT

PROGRAM HIGHLIGHTS

• Full-time, 11-month program beginning in June every year
• Graduates receive a Master’s of Science degree in Business Analytics and Information Management
• Award winning Management Information Systems and Quantitative Methods faculty
• Krannert School of Management is ranked #4 in Information Management Systems by EdUniversal
• The program is a good fit for students who wish to build on their science, technology, engineering and math (STEM) background
• Students are taught a unique blend of techniques, technologies and management skills demanded by industry. The program includes advanced subjects, such as Optimization Modeling with Spreadsheets and Data Mining with SAS Enterprise Miner.
• To maximize peer-to-peer learning, a typical course consists of case studies, class discussions and in-class exercises
• Ability to specialize your degree with career tracks such as a supply chain analytics option
• Semester long consulting opportunities in Krannert’s Experiential Learning Initiative
• For residents of Indiana, the program fee is $29,000. For non-residents of Indiana, the program fee is $46,000. All fees are subject to increase based on approval by the Purdue University Board of Trustees.

CURRICULUM

Summer Courses
Marketing in a Global Economy
Business Analytics
Lean Manufacturing and Global Supply Chain Management
Communication and Persuasion

Fall Courses
Micro Economics
Advanced Business Analytics w/SAS
IT for Innovations
Design: Social Networks & Engagements
IT Project Management
Six Sigma & Quality Management

Spring Courses
Data Mining w/SAS Enterprise Miner
Digital Business and Information Strategy
Big Data Technologies
Spreadsheet Modeling and Simulation
Management of Organizational Data
Optimization Modeling with Spreadsheets

In addition to the required coursework, MS BAIM students may enroll in up to six hours of non-core elective coursework in the full-time MBA program while pursuing their degree.

ON THE RECORD

“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 use every day.”

Venky Arun, Purdue MBA 2012
Manager, A.T.Kearney

CONTACT

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