Master of Science in Business Analytics and Information Management-MS(BAIM)

The MS in Business Analytics and Information Management will educate students in state-of-the-art information technologies and analytical techniques. The program is designed to enable informed decision-making using data. The curriculum is rigorous and is geared to develop proficiency in the use of software tools and methodologies within business. Students will have opportunities to:

1) apply their learning to real-world problems
2) gain competency in current best practices of data handling and analysis
3) develop awareness of various business contexts that benefit from data-driven decisions
4) advance their ability to communicate findings to a variety of audiences.

Students also receive a broad-based understanding of various functional areas of business with access to a wide range of electives.

Program Highlights:

- Award winning Management Information Systems and Quantitative Methods faculty.
- Flexible program that can be customized to meet prior student technology proficiencies and career objectives.
- 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.
- Students can develop proficiencies with a variety of software tools including SAS, Python, Minitab, SQL, Gurobi, R, and various big data technologies.
- An approach that offers a unique treatment of data, analytics, gamification, optimization modeling and data modeling tools.
- Graduates are eligible for STEM OPT extension.

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Krannert School of Management Master’s Programs
Purdue University—Krannert School of Management

Krannert.Purdue.edu/masters

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**MS BUSINESS ANALYTICS & INFORMATION MANAGEMENT**

“The well-aligned courses and curriculum at Krannert helped build a strong foundation in a short period of time. The rich mix of faculty interactions, case competitions and live projects provided an ideal platform to hone my skills and be ready for real world problems.”

Viraaj Shah, ‘17 MSBAIM, Senior Analyst at Nielsen

Krannt’s MSBAIM program is one of the very few programs out there that offers an equal emphasis on the entire pipeline of an analytics problem through courses in descriptive, predictive and prescriptive analytics.”

Abhisek Gupta, ‘17 MSBAIM, Data Scientist at 84.51°

**Curriculum** 36 total required credits

**Summer Semester**
- Business Analytics
- Communication and Persuasion
- Computing for Analytics

**Fall Semester**
- Corporate Finance
- Marketing in a Global Economy
- Data Mining with SAS Enterprise Miner
- Management of Organizational Data
- Advanced Business Analytics With SAS
- Management Information Systems
- Design: Social Networks and Engagements
- Six Sigma and Quality Management
- Web Data Analytics
- Using R for Analytics

**Spring Semester**
- Digital Business and Information Strategy
- IT Project Management
- Big Data Technologies
- Spreadsheet Modeling and Simulation
- Predictive Analytics
- Production Scale Big Data Implementation
- Python Programming
- Spreadsheet Modeling
- Macro Programming
- Optimization Modeling with Spreadsheets

In addition to the core curriculum, MS BAIM students gain business breadth by completing 6 credits of business foundation courses and 5 credits of free electives from the Full-Time MBA program.

**Business Information and Analytics Center (BIAC)**

The Business Information and Analytics Center (BIAC) combines two highly regarded areas in the Krannert School — Management Information Systems and Quantitative Methods — to leverage the breadth and depth of its research and corporate collaborations. The center demonstrates how state-of-the-art technological answers, combined with research-driven analytical techniques, can put corporate information to its best use to solve problems and form critical future strategies to be at the forefront in the emerging world of big data.

In short, the BIAC turns massive business data into practical business solutions. The BIAC also organizes a variety of engagement activities such as case competitions, data dives, poster sessions, and conferences to enhance student experience and exposure.

“Having work experience and a business background, the Krannert School of Management was the perfect choice to develop advanced analytical skills. The program is highly ranked, has a large alumni network, and gives me exposure to the most relevant analytics tools and technologies for our data-driven business world.”

Alexander Hartman, ’18 MS Business Analytics and Information Management

**RANKINGS**

#8 MS Business Analytics Program
Master’s in Data Science

#8 Big Data Graduate Programs
Value Colleges

#9 MS Business Analytics
QS (TopMBA.com)

#2 Information Systems Management
Eduniversal (Best-Masters.us)

#6 Quantitative Analysis/Methods
U.S. News & World Report