



## 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.

**DEGREE EARNED**  
Master of Science

**LENGTH:**

11-month program beginning in June

**FORMAT:**

Full-Time  
3 Semesters  
36 Credit Hours

**TYPICAL AGE:**

22-27

**AVG. WORK EXPERIENCE:**

2-3 years

**PROGRAM FEES:**

In-State: \$29,000  
Out of-State: \$46,000  
*\*All fees subject to change*

**PROGRAM COMPONENTS**

Taught by respective domain experts



**Technologies**



**Techniques**



**Communication**



**Business Knowledge**

**Program Highlights:**

- Award winning Management Information Systems and Quantitative Methods faculty.
- 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 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.



@PurdueMBA



Krannert School of Management Master's Programs



Purdue University—Krannert School of Management

## CONTACT

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# PURDUE UNIVERSITY : KRANNERT SCHOOL OF MANAGEMENT

## MS BUSINESS ANALYTICS & INFORMATION MANAGEMENT

"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 '12  
Manager, A.T. Kearney

### PLACEMENT PROFILE

MS BAIM 2017 Class

### EMPLOYMENT:

92% Employment Rate

### SALARY:

Average Base: \$81,320

Average Bonus: \$10,131

### EMPLOYERS:

84.51 IIC

Amazon

Discover Financial Services

EXL Services

HNA Holding

Kepler Group

NBC Universal

Nielsen

Proxima Analytics

Restoration Hardware

ZypMedia

### RECRUITING:

Recruiters Also Include

AT&T

A.T. Kearney

Boeing

Dell

Emerson

Ernst & Young

General Electric

Microsoft

Procter & Gamble

Rolls Royce

And many more...

### 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.*

**Purdue's MS Business Analytics and Information Management program will prepare you to fill more than 1.5 million positions in information analytics.**

### 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 answers. The BIAC also organizes activities such as case competitions, data dives, poster sessions, and conferences to enhance student experience and exposure.

*"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."*

Viraj Shah, '17 MSBAIM, Senior Analyst at Nielsen

*Krannert'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°

### RANKINGS

#8 MS Business Analytics Program

Master's in Data Science

#8 Big Data Graduate Programs

Value Colleges

#2 Information Systems Management

Eduniversal (Best-Masters.us)

#6 Quantitative Analysis/Methods

U.S. News & World Report