



ANALYTICS INSIGHTS. GLOBAL LEADERS.

KRANNERT SCHOOL OF MANAGEMENT

MS BUSINESS ANALYTICS AND INFORMATION MANAGEMENT

EXAMPLE PLAN OF STUDY

Summer:	Credit Hours
Micro Economics	2
Business Analytics	2
Intro into Operations Management	2
Managerial Communication Skills	2
TOTAL	8
Mod1: Fall	
Marketing in a Global Economy	2
Advanced Business Analytics w/SAS	2
Management Information Systems	2
Design: Social Networks & Engagements	2
TOTAL	8
Mod2: Fall	
Web Data Analytics	2
IT Project Management	2
Six Sigma & Quality Management	2
Data Mining w/SAS Enterprise Miner	2
TOTAL	8
Mod3: Spring	
Big Data Technologies	2
Digital Business and Information Strategy	2
Information Assurance	2
TOTAL	6
Mod4: Spring	
Spreadsheet Modeling and Simulation	2
Management of Organizational Data	2
Optimization Modeling with Spreadsheets	2
TOTAL	6
Total Program Credit Hours	36

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 everyday.”

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