# Master of Science in Business Analytics and Information Management (MSBAIM)

Become an industry leader using data to impact prominent companies from a STEM-designated program. The MSBAIM program equips you to extract meaningful insights from data and to deploy state-of-the-art information technologies and analytical techniques. The program's rigorous curriculum and real-world application through experiential learning will prepare students to meet the growing data science demand.

- Apply classroom knowledge to real-world problems through experiential learning.
- Increase competency in current best practices of data handling and analysis.
- Meet with influential data-science and consulting companies.
- Gain opportunities to earn industry certifications and compete in business analytics events.
- Students also enjoy access to a wide range of business foundation courses through the Krannert School of Management.

## Program Highlights

- Award-winning Management Information Systems and Quantitative Methods faculty.
- Flexible curriculum with varied electives to build industry savvy toward individual career objectives.
- Develop software tool proficiencies with Python, SAS, SQL, R, Hadoop, Minitab, Gurobi, and various big data technologies.
- Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics.
- Courses maximize peer-to-peer learning through case studies and class activities.
- Apply unique techniques of data collection, manipulation, optimization, analysis, and visualization to solve real-world business problems.
- MSBAIM program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.
- Professional Development Paid Opportunities: 1-year LeetCode Subscription, AWS Certification, Tableau Desktop Specialist Certification, INFORMs conference registration, and more.

## Degree Earned

<table>
<thead>
<tr>
<th>Degree Earned</th>
<th>Length</th>
<th>Format</th>
<th>Average Age</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Science</td>
<td>11-month program</td>
<td>Full-Time</td>
<td>22–27 Avg work experience: 2–3 years</td>
<td>In-State: $27,000</td>
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<tr>
<td></td>
<td>beginning in June &amp; August</td>
<td>3 Semesters 36 Credit Hours In-residence</td>
<td></td>
<td>Out-of-State: $34,920</td>
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<td>International: $50,400</td>
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</tbody>
</table>

*All fees subject to change*
BUSINESS ANALYTICS & INFORMATION MANAGEMENT

CURRICULUM

Core Courses: 17 Credits
Business Foundation Electives: 6 Credits

CORE COURSES
• Business Analytics with SAS
• IT Innovation and Advantage
• Data Mining
• Management of Organizational Data
• IT Project Management
• Communication Persuasion
• Advanced Business Analytics
• Spreadsheet Modeling and Simulation

RESTRICTED ELECTIVES
• Python Programming
• Data Visualization
• Using R for Analytics
• Computing for Analytics
• Cloud Computing I
• Cloud Computing II
• Big Data
• Statistical and Machine Learning
• Web Data Analytics
• Analyzing Unstructured Data
• Industry Practicum
• High Dimensional Data Analysis
• Machine (Reinforcement) Learning
• Customer Analytics
• Macro Programming
• Optimization Mod. w/ Spreadsheets

FREE ELECTIVES
Any Krannert Course (MGMT, OBHR, ECON) 500 level and above

CAPSTONE COURSES
• Corporate Partners (The Data Mine)
• Industry Practicum

Restricted Electives: 8 Credits
Free Electives: 5 Credits

BUSINESS FOUNDATION ELECTIVES
• Marketing Management
• Investments
• Logistics
• Accounting for Managers
• Advanced Corporate Finance
• Financial Modeling
• Operations Management
• New Product Development
• Marketing Analytics
• Manufacturing, Planning and Control
• Global Supply Chain Management
• Financial Management
• Portfolio Management
• Entrepreneurship
• Leadership
• Pricing Strategy and Analysis
• Data-Driven Markets
• Financial Modeling II
• Strategic Management
• Ethical Supply Chain Management
• Intro to Operations Management
• Leading Management Diversity
• Forensic Accounting & Fraud Exam
• Change Management
• Negotiations
• Supply Chain Management
• Competitive Strategy
• Venture Capital
• Machine Learning in Marketing
• Marketing Analytics
• Managing Global HR
• Options and Futures
• Strategic HR Management

For more information and a sample plan of study visit
https://purdue.university/MSBAIM-plan-of-study

I had heard so much about Krannert’s strong technical and analytical focus before coming here. The strong industry connections and experiential learning opportunities have given me the hands-on experience I need. Krannert has really prepared me well for the future, enhancing my technical abilities, while the team dynamic has made me more open-minded when working with future colleagues.”

XIANGYI CHE
MSBAIM ’18

Placement Profile
MSBAIM

Employment
100% Employment Rate

Average Salary
$121,632

Employers
Amazon
Blue Cross
CVS
Deutsche Bank
Discover
eBay
FedEx
IQVIA
Lowe’s
Macy’s
Microsoft
Nestle
PayPal
S&P Global
Wayfair
And many more...

Information compiled from recent cohorts.

#6
Masters in Business Analytics (North America)
QS World University Rankings

#8
MS in Business Analytics (North America)
MastersInDataScience.org

July 2022

Meet Online with Program Specialist
purdue.university/MSBAIM-Meet

Purdue University
Krannert School of Management