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

Become an industry leader using data to impact prominent companies from a STEM certified program. The MS BAIM program equips students 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.

1. Apply classroom knowledge to real-world problems through experiential learning.
2. Increase competency in current best practices of data handling and analysis.
3. Meet with influential data-science and consulting companies.
4. 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.
- MS BAIM program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.

Program Components: Taught by respective domain experts

- Technologies
- Techniques
- Communication
- Business Knowledge

DEGREE EARNED
Master of Science

LENGTH:
11-month program beginning in June & August 2021, and June 2022
*Start date subject to change

FORMAT:
Full-Time
3 Semesters
36 Credit Hours

TYPICAL AGE:
22–27

AVG. WORK EXPERIENCE:
2–3 years

PROGRAM FEES:
In-State: $27,000
Out-of-State: $34,920
International: $50,400
*All fees subject to change

Purdue University: Krannert School of Management
Krannert Graduate Programs Office
765.494.0773 | gokrannert@purdue.edu
krannert.purdue.edu/masters
**Curriculum**

36 total required credits

**Core: 17 Credits**
- Business Foundation Electives: 6 Credits
- Restricted Electives: 8 Credits
- Free Electives: 5 Credits

**Core Courses**
- IT Innovation and Competitive Advantage
- Business Analytics
- Data Mining with SAS Enterprise Miner (Machine Learning)
- Management of Organizational Data
- Communication and Persuasion
- Advanced Business Analytics
- Spreadsheet Modeling and Simulation
- IT Project Management

**Restricted Electives**
- Web Data Analytics
- Analyzing Unstructured Data
- Predictive Analytics
- Optimization and Data Science
- Python Programming
- Big Data
- Computing for Analytics
- Optimization Modeling with Spreadsheets
- Six Sigma & Quality Management
- Using R for Analytics
- Systems Development
- Statistical and Machine Learning
- Digital Business and Information Strategy
- Design Social Networks & Engagements
- Linear Algebra for Data Science
- Industry Practicum
- Predictive Analytics ELI Project

**The Krenicki Center for Business Analytics & Machine Learning**

To help organizations and individuals excel in the data-driven business world, Purdue University’s Krannert School of Management is pioneering a bold, comprehensive initiative - the Krenicki Center for Business Analytics & Machine Learning. The cutting-edge research and experiential learning projects that the Krenicki Center will foster aims to accelerate the advances of Krannert’s strong focus on data-centric work. This center will encompass data analytics-oriented initiatives spanning all areas of businesses, economics, and other data-intensive efforts at Purdue. The Krenicki Center will collect and house data from various sources for exploration, modeling, and prediction, making Purdue a leader in STEM-based business education and research.

**RANKINGS**

- #6 Masters in Business Analytics (NorthAmerica) [QS World University Rankings](https://www.qs.com)
- #8 MS in Business Analytics [MastersInDataScience.org](https://www.mastersindatascience.org)
- #9 Business Analytics Program [U.S. News & World Report](https://www.usnews.com)

"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, '18 MS BAIM