

# BUSINESS ANALYTICS & INFORMATION MANAGEMENT

## 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.

DEGREE EARNED	LENGTH	FORMAT	AVERAGE AGE	FEES
Master of Science	11-month program beginning in June & August	Full-Time 3 Semesters 36 Credit Hours In-residence	22-27  Avg work experience: 2-3 years	In-State: \$27,000 Out-of-State: \$34,920 International: \$50,400 <small>*All fees subject to change</small>

## 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.

## MASTER'S PROGRAMS

# BUSINESS ANALYTICS & INFORMATION MANAGEMENT

## CURRICULUM

Core Courses: 17 Credits

Business Foundation Electives: 6 Credits

Restricted Electives: 8 Credits

Free Electives: 5 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

### 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

## 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

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

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