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 Krannert School of Management.

Program Highlights:

- Award winning Management Information Systems and Quantitative Methods faculty.
- Flexible program that can be customized to meet student technology proficiencies and career objectives.
- Courses maximize peer-to-peer learning through case studies and class activities.
- Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics.
- Opportunities to 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.
- MS BAIM program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.
"Comprehensive in its teaching, inclusive of industry-standard tools, variety of choice topics, methodological in its techniques, and zeal in building a long-lasting trust. MS BAIM has got your back to succeed in the next big phase of your life."

Surya Gundavarapu, ’18 MSBAIM, Business Analyst, Prime Healthcare

"I came into the program thinking that my takeaways would be limited to more experience to discuss during interviews. But, the program laid the foundation for most of my daily tasks in its optimization and automation. The predictive modeling coursework differentiates me as a powerhouse on my current team."

Parijat Rai, ’18 MSBAIM, Senior Analyst - Risk Management, PayPal

**Curriculum 36 total required credits**

**Summer Semester**
- Business Analytics
- IT Innovation and Competitive Advantage
- Python Programming
- Business Foundation Elective

**Fall Semester**
- Data Mining with SAS Enterprise Miner
- Management of Organizational Data
- Web Data Analytics
- Analyzing Unstructured Data
- Communication and Persuasion
- Big Data
- Predictive Analytics
- Management Information Systems
- Six Sigma and Quality Management

**Spring Semester**
- Industry Practicum
- Digital Business and Information Strategy
- Design: Social Networks & Engagements
- IT Project Management
- Spreadsheet Modeling and Simulation
- Advanced Business Analytics with SAS
- Production Scale Big Data Implementation
- Spreadsheets and Macro Programming
- Optimization Modeling with Spreadsheets
- Supply Chain Analytics

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.

**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.

"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

**RANKINGS**

#1 Master’s in Data Science
Data Science Degree Programs
CIO Magazine

#12 Big Data Management in the World
Best-Masters.com

#1 Data Science Master’s Program
#12 MS Business Analytics in the World
Best-Masters.com

#1 Information Systems Management
QS World University Rankings

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**Placement Profile**

**MS BAIM 2018 Class**

**Employment:**
97% Employment Rate

**Salary:**
For graduates accepting positions in U.S.
Average Base: $78,703
Average Bonus: $7,281

**Employers:**
- 84.51 llc
- Amazon
- Apple
- Bank of America
- Deloitte
- DiDi Chuxing
- EXL Service
- Experian
- FedEx Services
- Experian
- FedEx Services
- Superion
- The Hertz Corporation
- Verizon Wireless
- Walmart eCommerce
- And more.

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**Purdue University:**
Krannert School of Management