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.

<table>
<thead>
<tr>
<th>DEGREE EARNED</th>
<th>LENGTH:</th>
<th>FORMAT:</th>
<th>TYPICAL AGE:</th>
<th>PROGRAM FEES:</th>
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<tbody>
<tr>
<td>Master of Science</td>
<td>11-month program beginning in June</td>
<td>Full-Time</td>
<td>22–27</td>
<td>In-State: $24,300</td>
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<td></td>
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<td>3 Semesters</td>
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<td>Out-of-State: $34,200</td>
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<td></td>
<td></td>
<td>36 Credit Hours</td>
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<td>International: $48,600</td>
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<td>*All fees subject to change</td>
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**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.
- Opportunities for students 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.
- The MS BAIM program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.

**Contact**

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@PurdueMBA

Krannert School of Management Master’s Programs

Purdue University—Krannert School of Management

Krannert.Purdue.edu/masters
**Curriculum 36 total required 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

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**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.

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**RANKINGS**

- **#1 Master’s in Data Science**
  - Data Science Degree Programs
  - CIO Magazine
  - #1 Information Systems Management
  - Best-Masters.com

- **#7 MS Business Analytics in the U.S.**
  - QS World University Rankings

- **#8 MS in Business Analytics in the U.S.**
  - MasterInDataScience.org

- **#13 MS Business Analytics in the World**
  - QS World University Rankings

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“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

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**Placement Profile**

**MS BAIM 2019 Class**

**Employment:**
100% Employment Rate

**Salary:**
Average Base: $95,481
Average Bonus: $14,796

**Employers:**
159 Solutions
Amazon
American Airlines
Capgemini
China Minsheng Bank
CSI
Deloitte
Facebook
Google
Grab Singapore
Microsoft
Omnicom Media
PwC
Vera Bradley
Verizon
Walmart
And many more...

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“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.”

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

“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.”

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