



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

The MS in Business Analytics and Information Management will educate students in state-of-the-art information technologies and analytical techniques. The program is designed to enable informed decision-making using data. The curriculum is rigorous and is geared to develop proficiency in the use of software tools and methodologies within business. Students will have opportunities to:

- 1) apply their learning to real-world problems
- 2) gain competency in current best practices of data handling and analysis
- 3) develop awareness of various business contexts that benefit from data-driven decisions
- 4) advance their ability to communicate findings to a variety of audiences.

Students also receive a broad-based understanding of various functional areas of business with access to a wide range of electives.

DEGREE EARNED
Master of Science

LENGTH:

11-month program beginning in June

FORMAT:

Full-Time
3 Semesters
36 Credit Hours

TYPICAL AGE:

22–27

AVG. WORK EXPERIENCE:

2–3 years

PROGRAM FEES:

In-State: \$24,300
Out-of-State: \$34,200
Out-of-State: \$47,786
**All fees subject to change*

PROGRAM COMPONENTS

Taught by respective domain experts



Technologies



Techniques



Communication



Business Knowledge

Program Highlights:

- Award winning Management Information Systems and Quantitative Methods faculty.
- Flexible program that can be customized to meet prior student technology proficiencies and career objectives.
- Courses maximize peer-to-peer learning through case studies, class discussions and in-class exercises.
- Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics.
- Students can 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.



@PurdueMBA



Krannert School of Management Master's Programs



Purdue University—Krannert School of Management

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Krannert School of Management

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PURDUE UNIVERSITY : KRANNERT SCHOOL OF MANAGEMENT

MS BUSINESS ANALYTICS & INFORMATION MANAGEMENT

"The well-aligned courses and curriculum at Krannert helped build a strong foundation in a short period of time. The rich mix of faculty interactions, case competitions and live projects provided an ideal platform to hone my skills and be ready for real world problems."

Viraj Shah, '17 MSBAIM, Senior Analyst at Nielsen

Krannert's MSBAIM program is one of the very few programs out there that offers an equal emphasis on the entire pipeline of an analytics problem through courses in descriptive, predictive and prescriptive analytics."

Abhisek Gupta, '17 MSBAIM, Data Scientist at 84.51°

PLACEMENT PROFILE

MS BAIM 2017 Class

EMPLOYMENT:

94% Employment Rate

SALARY:

For graduates accepting positions in U.S.

Average Base: \$81,320

Average Bonus: \$10,131

EMPLOYERS:

84.51 Ilc

Amazon

Discover Financial Services

EXL Services

HNA Holding

Kepler Group

NBC Universal

Nielsen

Proxima Analytics

Restoration Hardware

ZypMedia

RECRUITING:

Recruiters Also Include

AT&T

A.T. Kearney

Boeing

Dell

Emerson

Ernst & Young

General Electric

Microsoft

Procter & Gamble

Rolls Royce

And many more...

Curriculum 36 total required credits

Summer Semester

Business Analytics

Communication and Persuasion

Computing for Analytics

Fall Semester

Corporate Finance

Marketing in a Global Economy

Data Mining with SAS Enterprise Miner

Management of Organizational Data

Advanced Business Analytics With SAS

Management Information Systems

Design: Social Networks and Engagements

Six Sigma and Quality Management

Web Data Analytics

Using R for Analytics

Spring Semester

Digital Business and Information Strategy

IT Project Management

Big Data Technologies

Spreadsheet Modeling and Simulation

Predictive Analytics

Production Scale Big Data Implementation

Python Programming

Spreadsheet Modeling

Macro Programming

Optimization Modeling with Spreadsheets

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.

Business Information and Analytics Center (BIAC)

The Business Information and Analytics Center (BIAC) combines two highly regarded areas in the Krannert School — Management Information Systems and Quantitative Methods — to leverage the breadth and depth of its research and corporate collaborations. The center demonstrates how state-of-the-art technological answers, combined with research-driven analytical techniques, can put corporate

information to its best use to solve problems and form critical future strategies to be at the forefront in the emerging world of big data. In short, the BIAC turns massive business data into practical business solutions. The BIAC also organizes a variety of engagement activities such as case competitions, data dives, poster sessions, and conferences to enhance student experience and exposure.

"Having work experience and a business background, the Krannert School of Management was the perfect choice to develop advanced analytical skills. The program is highly ranked, has a large alumni network, and gives me exposure to the most relevant analytics tools and technologies for our data-driven business world."

Alexander Hartman, '18 MS Business Analytics and Information Management

RANKINGS

#8 MS Business Analytics Program

Master's in Data Science

#8 Big Data Graduate Programs

Value Colleges

#9 MS Business Analytics

QS (TopMBA.com)

#2 Information Systems Management

Eduniversal (Best-Masters.us)

#6 Quantitative Analysis/Methods

U.S. News & World Report