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	LENGTH:	FORMAT:	TYPICAL AGE:	PROGRAM FEES:
Master of Science	11-month program beginning in June	Full-Time 3 Semesters 36 Credit Hours	22–27 **AVG. WORK EXPERIENCE:** 1–2 years	In-State: $29,000 Out-of-State: $46,000 *All fees subject to change*

Program Highlights:

- Award winning Management Information Systems and Quantitative Methods faculty.

- 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 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 significant SAS modeling and usage.

- Graduates are eligble for STEM OPT extension.

🐦 @PurdueMBA

f Krannert School of Management Master's Program

in Purdue University—Krannert School of Management

Krannert.Purdue.edu/masters

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PURDUE
KRANNERT
SCHOOL OF MANAGEMENT

MS BUSINESS ANALYTICS & INFORMATION MANAGEMENT

"Krannert provided me with a strong foundation in analytics and gave me ample opportunities to solve real-world business problems. This formed a platform that I use every day."

Venky Arun, Purdue MBA '12
Manager, A.T. Kearney

PROGRAM COMPONENTS
Taught by respective domain experts

Technologies

Techniques

Communication

Business Knowledge

PLACEMENT PROFILE
MS BAIM

SALARY:
(Average Industry Starting Salary)
$96,500

EMPLOYERS:
Our Recruiters Include:
Amazon
AT&T
A.T. Kearney
Boeing
Dell
Emerson
Ernst & Young
General Electric
Microsoft
Procter & Gamble
Rolls Royce
And more...

Curriculum 36 total required credits

Summer Semester

Microeconomics
Business Analytics
Intro to Operations Management
Communication and Persuasion
Marketing Management
Computing for Analytics

Fall Semester

Marketing in a Global Economy
Advanced Business Analytics With SAS
Management Information Systems
Design: Social Networks and Engagements
IT Project Management
Six Sigma and Quality Management
Web Data Analytics

Spring Semester

Data Mining with SAS Enterprise Miner
Digital Business and Information Strategy
Big Data Technologies
Spreadsheet Modeling and Simulation
Management of Organizational Data
Optimization Modeling with Spreadsheets

In addition to the required coursework, MS BAIM students may enroll in up to six hours of non-core elective coursework in the full-time MBA program while pursuing their degree.

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 BIAC encompasses data-analytics-oriented initiatives spanning all areas of business and economics, cooperate and coordinate with other data-intensive efforts at Purdue and collect and house data from public proprietary, simulated and experimental sources for exploration, modeling and prediction.

"Big data by itself is good. Big data with predictive influence is powerful. Purdue's new Business Information and Analytics Center will provide students and faculty with the technologies and techniques to harness that power and become leaders in the field."

Rick Smith
Krannert BSM '81, CEO of Equifax

"Purdue's reputation for producing global business leaders and preparing students for successful business careers in a variety of industries were important factors for me. The faculty are extremely knowledgeable, accomplished in their fields, approachable and willing to help students in any way they can."

Travis Baugh, '17 MBA candidate

RANKINGS

#8 Big Data Graduate Programs
Value Colleges
#3 Information Management Systems
Eduniversal (BestMasters.com)
#6 Quantitative Analysis/Methods
U.S. News & World Report
#15 Top Business School for Value
GraduatePrograms.com