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.

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• 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.
PLACEMENT PROFILE
MSBAIM

EMPLOYMENT
99% Employment Rate

AVERAGE SALARY
$124,138

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.

CURRICULUM

Core Courses: 15 Credits
Capstone Courses: 3-4 credits
Business Foundation Electives: 6 Credits

CORE COURSES
• Business Analytics
• IT Innovation and Advantage
• Management of Organizational Data
• Data Mining
• IT Project Management
• Spreadsheet Modeling and Simulation
• Professional Portfolio
• Advanced Business Analytics

RESTRICTED ELECTIVES
• Programming for Analytics
• Visual Analytics
• Web Data Analytics (Python pre-req)
• Using R for Analytics
• Cloud Computing I
• Big Data
• Analyzing Unstructured Data (571 pre-req)
• Statistical and Machine Learning
• Optimization Mod w/Spreadsheets
• Industry Practicum
• Machine Learning
• Advanced Database Management (582 pre-req)
• Computing for Analytics (Python pre-req)
• Cloud Computing II - Cloud AI Services (pre-req CCI)
• Multivariate Analysis and Network Data
• Digital Experimentation
• Causal Learning in Business
• Cloud Computing III - Data Engineering
• Data Science in the Cloud (pre-req CCI)

CAPSTONE COURSES
• Corporate Partners (The Data Mine)
• Industry Practicum
• ELI Corporate Consulting (GSCM)

FREE ELECTIVES
500 or 600 level courses of your choosing, can be outside the School of Business such as Computer Science, Engineering, etc.

BUSINESS FOUNDATION ELECTIVES
Any 500 level and above MGMT, OBHR, ECON course that is not a MIS or QM class

"These courses cannot be analytics type courses either, ex: Marketing Analytics"

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

#6
Masters in Business Analytics (North America)
QS World University Rankings

#8
MS in Business Analytics
(North America)
MastersInDataScience.org

April 2023