



# BUSINESS ANALYTICS & INFORMATION MANAGEMENT

The 12-month residential MS Business Analytics and Information Management (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 36-credit hour STEM-designated curriculum and real-world application through experiential learning will prepare students to meet the growing data science demand. You will develop proficiencies with Python, SAS, SQL, R, Hadoop, Minitab, Gurobi, and various big data technologies. You will apply knowledge to solve real-world problems through the industry consulting practicum. You may also elect to participate in paid professional development opportunities such as: 1-year LeetCode subscription, INFORMS Conference registration, AWS Certification, Tableau Desktop Specialist Certification, and more.

DEGREE EARNED	LENGTH	FORMAT	FEES
Master of Science	12-months beginning in August	Full-time, In-residence 36 Credit hours	<a href="#">View Current Rates</a>

## PROGRAM HIGHLIGHTS

<b>2023</b> INFORMS UPS GEORGE D. SMITH PRIZE WINNER	<b>100%</b> EMPLOYMENT RATE, WITHIN 6 MONTHS OF GRADUATION <i>Class of 2023</i>	<b>\$109,539</b> AVERAGE STARTING SALARY <i>Class of 2023</i>	<b>#6</b> MASTER'S IN BUSINESS ANALYTICS, NORTH AMERICA QS
---	---	--	--

- Award-winning Management Information Systems and Quantitative Methods faculty.
- Coursework infused with analytic technologies and platforms like Python, SAS, SQL, R, Hadoop, Minitab, Gurobi, and other big data software.
- Successful graduates of the program may be eligible for STEM OPT extension.
- Experiential learning opportunities like case competitions, industry practicum course, INFORMS poster competition, Krenicki Center for Business Analytics & Machine Learning consulting projects, and the Future Edelman Impact Award contest.
- Paid professional development opportunities like 1-year LeetCode Subscription, AWS certification, INFORMS Certified Analytics Professional (CAP) certification, Tableau Desktop Specialist certification, INFORMS conference registration, and more.



## MASTER'S PROGRAMS

# BUSINESS ANALYTICS & INFORMATION MANAGEMENT

## CURRICULUM

**36 Total Credits**  
**Core Courses: 15 Credits**  
**Capstone Courses: 3-4 Credits**

**MSBAIM Electives: 7-8 Credits**  
**General Business Electives: 6 Credits**  
**Free Electives: 3-5 Credits**

### CORE COURSES

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

### MSBAIM ELECTIVES

- Advanced Database Management
- Analyzing Unstructured Data
- Big Data
- Casual Learning in Business
- Cloud Computing I
- Cloud Computing II
- Cloud Computing III - Data Engineering
- Computing for Analytics
- Data Science in the Cloud
- Digital Experimentation
- Industry Practicum
- Machine Learning
- Multivariate Analysis and Network Data
- Optimization Mod w/ Spreadsheets
- Programming for Analytics
- Statistical and Machine Learning
- Using R for Analytics
- Visual Analytics
- Web Data Analytics (Python pre-reg)

### GENERAL BUSINESS ELECTIVES

*Any business course (MGMT, OBHR, ECON) 500 level and above, that is not a MIS or QM class*

- Accounting for Managers
- Big Data
- Data Mining
- Financial Management
- Financial Modeling
- Investments
- Marketing Management
- Negotiations in Organizations
- Pricing Strategy and Analysis
- Portfolio Management
- Strategic Management
- Web Data Analysis

### FREE ELECTIVES

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

*Please note: Course offerings are subject to change.*

For a complete list, please refer to [catalog.purdue.edu](http://catalog.purdue.edu)

## PLACEMENT PROFILE

Class of 2023

## EMPLOYMENT

100% Employment Rate

## AVERAGE SALARY

\$109,539

## TOP EMPLOYERS

Amazon  
Capitol One  
Discover  
Kearny  
McKinsey  
Tiger Analytics  
Tredence  
Walmart  
Wells Fargo  
ZS Associates

## TOP POSITIONS

Advisor  
Analyst  
Associate  
Auditor  
Consultant  
Contractor  
Engineer  
Manager  
Officer  
President  
Specialist

For more information and a sample plan of study visit  
[purdue.university/MSBAIM-plan-of-study](http://purdue.university/MSBAIM-plan-of-study)



I came in with a lot of business knowledge and wanted to focus on building technical skills. Other students have programming knowledge or coding skills and want to focus more on management. MSBAIM allows you the flexibility to tailor your education for the role that you want.

**MICHAEL JONELIS, MSBAIM '22**  
**DATA SCIENTIST, LIBRA SOLUTIONS**