



BUSINESS ANALYTICS

MASTER OF SCIENCE IN BUSINESS ANALYTICS

The Daniels School's Online MS Business Analytics program is ideal for working professionals seeking to capitalize on the exploding demands for technical and analytical expertise. The program is designed to enhance analytics capabilities and application prowess with training in the most relevant technologies and techniques, while being delivered in a flexible online format. Management practicum courses give students the opportunities to leverage big data tools to generate insights and corporate solutions. The program focuses on training students with the required combination of business and analytics skills to positioning graduates to become data-savvy managers. Purdue University's strong STEM reputation and global network in the analytics field further enhance the marketability of graduates in the job market.

DEGREE EARNED	LENGTH	FORMAT	WORK EXPERIENCE	FEES
Master of Science	Typically 1.5-2.5 years (or 5-9 semesters) Beginning in August or January	Online, 30 Credit Hours Courses offered in 7-week modules, up to 2 courses per module	4-8 years or more	In-State: \$32,064 Out-of-State: \$33,564 <small>*All fees subject to change Excludes textbooks</small>

PROGRAM HIGHLIGHTS

- Flexible 100% online program that allows you to earn a degree without affecting your time with family or career responsibilities.
- Based on the business school's residential MS Business Analytics & Information Management (MSBAIM) program that has been consistently ranked in the top 10 in the United States.
- Curriculum that emphasizes developing both technologies and techniques, twin requirements in the emerging world of big data according to McKinsey & Co. report.
- Immersion electives in specific areas, such as disruptive technologies like artificial intelligence.
- Experiential projects to apply classroom knowledge to real-world problems provided by organizations or Purdue University.
- Opportunities to work in close connection with the Krenicki Center for Business Analytics and Machine Learning, which offers data-analytics-oriented initiatives spanning all areas of business and economics.
- Access to a success coach who provides study skill and time management development as well as stress management coaching.
- Career support services provided by the recruitment and career services office.

MORE INFORMATION

Graduate Programs Office | 765.494.0773 | businessgrad@purdue.edu
business.purdue.edu/online/ms-business-analytics



CLASS PROFILE

Online MS Business Analytics

EMPLOYERS

Amazon
Barclays
Boeing
Capital One
Chevron Phillips Chemical
Collins Aerospace
Cook Medical
Cummins Inc.
Deloitte Consulting
EY
Federal Reserve Bank
General Electric
Grubhub
Humana
Indiana University Health
Intel
Johnson & Johnson
Lockheed Martin Corporation
Microsoft
New York Life Insurance Company
Nike
Northwestern Mutual
Oracle
Procter & Gamble
Ryder
Salesforce
Saudi Aramco
Subaru of Indiana Automotive
TC Energy
U.S. Air Force
U.S. Army
U.S. Marine Corps Cyberspace Warfare Group
Wells Fargo

GEOGRAPHY

26
States

22
Countries

Information compiled from recent cohorts.

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ANALYTICS IN THE WORLD**

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April 2023

ONLINE MASTER'S PROGRAMS

BUSINESS ANALYTICS

CURRICULUM

30 total required credits

Core Courses: 6 Credits

Foundational Courses: 5 Credits

General Business Electives: 5 Credits

Business Analytics Electives: 10 Credits

Free Electives**: 4 Credits

Core Courses

- Data Mining
- Visualization and Persuasion
- IT for Innovations

Foundational Courses

- Business Analytics
- Python Programming

General Business Electives

- Accounting for Managers
- Financial Management
- Marketing Management
- Intro to Operations Management
- Strategic Management
- Microeconomics
- Organizational Behavior
- Leadership
- Negotiations
- Change Management
- Macroeconomics
- Managerial Economics

Business Analytics Electives

- Spreadsheet Modeling and Simulation
- Big Data Analytics in the Cloud
- Web Data Analytics
- Using R for Analytics
- Machine Learning and Big Data
- Management Practicum *
- Data Engineering I & II
- Marketing Analytics
- Supply Chain Analytics
- Project Management
- Cyber & Information Security
- Quant Econ w/Python
- Deep Learning

Free Electives

- Any MGMT, ECON, or OBHR graduate course

For more information and course descriptions visit
business.purdue.edu/online/ms-business-analytics

* Students will work on real industry projects focusing on problems in business analytics derived either from their organizations or those provided by Purdue. ** For free electives, students may choose elective courses to suit their individual interests. They may use as free electives any MGMT, ECON, or OBHR courses or credits that they have not used for filling other requirements. Restrictive electives may also be counted as free electives. Students can also take 1 credit "Essential" versions of some of the General Business Electives (ex: Accounting, Finance, Marketing, Operations, Strategy). This option provides students the flexible opportunity to take more courses, covering a variety of topics, over a condensed 4-week schedule. Essential courses are generally less intense but still provide the learner a wider breath of understanding in the subject.



Purdue University's Online MS Business Analytics degree was a perfect match for my interests, had high prestige in national rankings, and came at a very affordable investment. Being in the Air Force, I was deployed to the Middle East when I started my degree, relocated to my home base in Germany, and moved to the St. Louis area all within the first five months of my studies. The flexibility of the program worked seamlessly with these transitions across multiple time zones."

PETER OHAVER, MSBA '21