



# BUSINESS ANALYTICS

## MASTER OF SCIENCE IN BUSINESS ANALYTICS

Krannert'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. Industry 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 2-3 years,<br>flexible<br>Beginning in August<br>or January | Online, 30 Credit Hours<br>Courses offered in<br>7-week modules, up to 2<br>courses per module | 4-8 years or more | In-State: \$30,564<br>Out-of-State: \$32,064<br><small>*All fees subject to change<br/>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 off of Krannert's residential MS Business Analytics & Information Management (MS BAIM) 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 Krannert Professional Development Center.

[MORE INFORMATION](#)

Krannert Graduate Programs Office | 765.494.0773 | [gokrannert@purdue.edu](mailto:gokrannert@purdue.edu)  
[krannert.purdue.edu/online/ms-business-analytics](http://krannert.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  
US Air Force  
US Army  
US Marine Corps Cyberspace Warfare Group  
Wells Fargo

## GEOGRAPHY

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States

22

Countries

Information compiled from recent cohorts.

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ANALYTICS IN THE WORLD

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July 2022

## 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

### Business Analytics Electives

- Spreadsheet Modeling and Simulation
- Big Data and Cloud Computing for Future Leaders
- Web Data Analytics
- Using R for Analytics
- Machine Learning and Big Data
- Management Practicum \*
- Data Engineering
- Linear Algebra for Data Science
- Numerical Computing
- Marketing Analytics
- Supply Chain Analytics
- Project Management
- Cyber & Information Security
- Quant Econ w/Python

### Free Electives

- Any MGMT, ECON, or OBHR graduate course

For more information and course descriptions visit  
[krannert.purdue.edu/online/ms-business-analytics](http://krannert.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.



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