

Business Analytics and Information Management

MASTER OF SCIENCE IN BUSINESS ANALYTICS

The Master of Science in Business Analytics and Information Management (MSBAIM) program at the Daniels School of Business equips you to extract meaningful insights from data and to deploy state-of-the-art information technologies and analytical techniques. Founded on trusted business principles and a commitment to innovation, our rigorous 36-credit hour STEM-designated* curriculum will prepare you to meet the growing data science demand. We pair coursework with experiential learning to develop students' analytical business acumen and technological expertise. With experience from real-world consulting projects, case competitions and more, graduates leave prepared to establish, lead and grow prominent organizations.

*Successful graduates of the program may be eligible for STEM OPT extension.



DEGREE EARNED
Master of Science



LENGTH
12 months



FORMAT
In Residence



WORK EXPERIENCE
Avg. 1-2 years



FEES
[View Current Rates](#)

PROGRAM HIGHLIGHTS

INFORMS UPS
GEORGE. D. SMITH
PRIZE WINNER

2023

\$110k

AVERAGE STARTING SALARY

*81% of the Class of 2023
provided salary data*

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MASTER'S IN BUSINESS
ANALYTICS

North America, Eduniversal, 2024

#23

MASTER'S IN BUSINESS
ANALYTICS

Global, QS, 2025

- Learn from engaging, award-winning Management Information Systems and Quantitative Methods faculty
- Develop proficiencies in analytic technologies and platforms including Python, SAS, SQL, R, Hadoop, Minitab, Gurobi, and other big data software
- Gain experience through learning opportunities like case competitions, an industry practicum course, INFORMS poster competition, Krenicki Center for Business Analytics & Machine Learning consulting projects, and the Future Edelman Impact Award contest
- Enjoy paid professional development opportunities like a one-year LeetCode subscription, AWS certification, INFORMS Certified Analytics Professional (CAP) certification, Tableau Desktop Specialist certification, INFORMS conference registration, and more

MORE INFORMATION

businessgrad@purdue.edu
business.purdue.edu/masters/home.php



CLASS PROFILE

Select Undergraduate Majors

- Artificial Intelligence and Data Science
- Biomedical Engineering
- Business Analytics and Information Management
- Computer Science
- Economics
- Finance
- Industrial Engineering
- Information Technology
- Psychology
- Supply Chain, Information and Analytics

Top Employers

- Axtria
- Citi
- Discover
- Goldman Sachs
- Fidelity Investments
- JPMorgan Chase & Co.
- kmk
- Lilly
- Milliman
- Walmart

Geography

- Arizona
- California
- Florida
- Indiana
- Maryland
- New Jersey
- Chile
- China
- India
- Pakistan
- South Korea
- Taiwan
- UAE

100%

EMPLOYMENT RATE,
WITHIN 6 MONTHS OF
GRADUATION

Class of 2023

Master's Programs

Business Analytics and Information Management

CURRICULUM

36 total required credits

Core Courses (15 credits)

- Advanced Business Analytics or Big Data and MLOps
- AI for Business Decisions
- Business Analytics
- Data Mining
- IT Project Management
- Management of Organizational Data
- Spreadsheet Modeling and Simulation or Optimization Modeling with Spreadsheets

Restrictive Elective Classes (7 or 8 credits)

- Advanced Business Analytics
- Advanced Database Management (582 Pre-req)
- Analyzing Unstructured Data
- Big Data and MLOps
- Cloud Computing Data Engineering
- Cloud Computing I
- Computational Business Intelligence (Python proficiency expected)
- Computing for Analytics (Python pre-req)
- Data Science in the Cloud (CCI Pre-req)
- DevOps and Technology Solutions
- Industry Practicum
- Multivariate Analysis and Network Data

- Optimization Mod. w/ Spreadsheets
- Python Programming
- Spreadsheet Modeling and Simulation
- Statistical and Machine Learning
- Using R for Analytics
- Visual Analytics
- Web Data Analytics (Python proficiency expected)

Capstone Courses (3 or 4 credits)

- Corporate Partners (The Data Mine)
- ELI Corporate Consulting
- Industry Practicum

Business Electives (6 credits)

- These are any classes offered by the Mitch Daniels School of Business graduate programs. They must be business-focused, not analytics-centered.

Free Electives (3-5 credits)

- These 500 or 600 level courses of your choosing can be taken from outside the business school in departments such as Computer Science, Engineering, etc.

For more information and course descriptions visit
purdue.university/MSBAIM-plan-of-study



I was drawn to Purdue's Daniels School of Business's outstanding reputation and high-ranking Business Analytics program. I was impressed by the diverse range of Business Analytics courses that perfectly aligned with my career aspirations. The program appropriately draws on the expertise of renowned professors, whose research interests and experiences are a platform allowing students to navigate through endless possibilities."

ALVINA PATRA
MSBAIM '24, Product Development
Associate, Tourism Economics

September 2025