

# PURDUE UNIVERSITY: KRANNERT SCHOOL OF MANAGEMENT MS BUSINESS ANALYTICS ONLINE

Rev: June 2021

## MSBA Online

Krannert's MS Business Analytics Online 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.

<b>DEGREE EARNED</b> Master of Science	<b>LENGTH:</b> 1 to 2 years, flexible Beginning in August	<b>FORMAT:</b> Online, 30 Credit Hours 4 Semesters (or more) Divided into 7-week modules, 2 classes each module	<b>TYPICAL AGE:</b> 23-45	<b>PROGRAM FEES:</b> In-State: \$30,564 Out-of-State: \$32,064 International: \$32,064
			<b>AVG. WORK EXPERIENCE:</b> 2-5 years	<small>*Includes fees (subject to change). Excludes textbooks.</small>

### Program Highlights

- Flexible 100% online program that can be completed in four semesters.
- 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 on developing both technologies and techniques, twin requirements in the merging 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

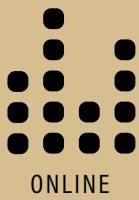
[krannert.purdue.edu/online/ms-business-analytics](http://krannert.purdue.edu/online/ms-business-analytics)



Krannert School of Management

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ONLINE

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## Curriculum

30 total required credits

**Core: 6 Credits**

**Foundational Course: 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
- Industry Practicum \*
- Data Engineering
- Linear Algebra for Data Science
- Numerical Computing

### Free Electives

- Any MGMT, ECON, or OBHR graduate course

*\* 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.*

Learn about the Krenicki Center for Business Analytics & Machine Learning at  
[krannert.purdue.edu/centers/krenicki-center/](http://krannert.purdue.edu/centers/krenicki-center/)

## RANKINGS

**#7 Best Online Masters in Business Analytics in the World**

*BusinessBecause.com*



*"Krannert's analytics program is highly technical and highly ranked, and has a large alumni network. Krannert has provided me with the ability to approach large companies, discuss their current technology and business oriented problems, and position myself as a very strong candidate to help work on these issues."*

**Alexander Hartman, '18 MS BAIM**

### PLACEMENT PROFILE

Based on Krannert's residential MS Business Analytics & Information Management (MSBAIM) program (2019 Class)

### 2019 EMPLOYMENT:

100% Employment Rate

### 2019 EMPLOYERS:

159 Solutions  
Amazon  
American Airlines  
Capgemini  
China Minsheng Bank  
CSI  
Deloitte  
Facebook  
Google  
Grab Singapore  
Microsoft  
Omnicom Media  
PwC  
Vera Bradley  
Verizon  
Walmart  
And many more...

### POTENTIAL GRADUATE JOB FIELDS:

- Business analytics strategist
- Business intelligence and performance management consultant
- Business analytics and optimization consultant
- Data scientist
- Data analyst
- Internal auditor
- Analytics Consultant
- Manager of Digital Insights
- Senior Analyst
- Business Intelligence Engineer
- And many more...