

Business Analytics and Information Management (MSBAIM)

AVERAGE PROFESSIONAL WORK EXPERIENCE

1-2 YEARS

UNDERGRADUATE INSTITUTIONS

- Birla Institute of Technology and Science, Pilani
- Chinese University of Hong Kong, Shenzhen
- Indian Institute of Technology Bombay
- Indian Institute of Technology Kharagpur
- Indian Institute of Technology Madras
- Indiana University Bloomington
- National Taiwan University
- Purdue University
- University of California San Diego
- University of Michigan - Ann Arbor

AVERAGE GPA

3.41

DEMOGRAPHIC

FEMALE

42%

MALE

58%

Information compiled from recent cohorts.

GLOBAL CLASS PROFILE

DOMESTIC

- Arizona
- California
- Florida
- Indiana
- Maryland
- New Jersey

INTERNATIONAL

- Chile
- China
- India
- Pakistan
- South Korea
- Taiwan
- UAE

UNDERGRADUATE MAJORS

- Accounting
- Artificial Intelligence and Data Science
- Biomedical Engineering
- Business Administration
- Business Analytics and Information Management
- Chemical Engineering
- Civil Engineering
- Computer Science
- Economics
- Electrical and Electronics Engineering
- Electronics and Communication Engineering
- Finance
- General Management
- Industrial Engineering
- Information Technology
- International Business
- Management Information Systems
- Mechanical Engineering
- Psychology
- Supply Chain, Information and Analytics



“My experience at the Daniels School of Business was transformative in many ways. Beyond academics, I had the opportunity to engage deeply with a supportive community of faculty, staff, and fellow students who are passionate about learning and making a positive impact in the business world.

The school's commitment to experiential learning, combined with its emphasis on leadership, innovation, and global perspective, has equipped me with the skills and confidence to pursue my career goals.

ALVINA PATRA
MS Business Analytics and Information Management '24
Manager, Commercial Analytics, Genpact

SUCCESSFUL

STUDENT ATTRIBUTES

TRUE GRIT

Daniels School students unlock their full potential during their academic journey. Challenges reveal the mettle of a Boilermaker. Our students are tenacious and can be relied upon to see a job through, all while balancing their studies, work and family life.

PIONEERING SPIRIT

At the heart of Purdue University is a passion for discovery, fueled by an entrepreneurial spirit. Daniels School students blaze their own paths, never settling for the status quo.

INITIATIVE

We look ahead and forever move forward. Daniels School master's students apply classroom learning and newly developed skills to their professional development plan and their workplace, creating value for themselves and their companies long before graduation.

THE "IT" FACTOR

Moxie? Check. Magnetism? Check. Charisma that demands attention? Check.

ENRICHING CONTRIBUTOR

Daniels School students enrich the school and their cohort, elevating the learning experience for all. Here, diversity transcends ethnicity or gender into realms of thought, industry and academic background.

EMOTIONAL INTELLIGENCE

Great leaders communicate effectively and with great empathy. Daniels School students are great leaders in training who learn to manage themselves and their relationships with self and social awareness, upping their Emotional Intelligence Quotient (EIQ).

PROBLEM-SOLVING SKILLS

At the Daniels School of Business, we roll up our sleeves and dig deep into a problem. Success requires us to approach questions from a variety of angles, combining a solid academic foundation with a flair for the creative. And we are successful.



My biggest takeaway from my business school experience is learning how to transfer my knowledge to real-life scenarios. Learning about skills and approaches is not enough to be able to use those skills. At the Daniels School, professors were determined to teach us about practical applications of our knowledge and how to efficiently communicate technical results in business terms."

**ZAINAB
ALJAROUDI**
MS Business Analytics and
Information Management '22

FACULTY HIGHLIGHT



JEFFREY HU
Department Head, Management
Information Systems
The Accenture Professorship of
Information Technology



The most profound trend in business education is the demand for nimble, technology-driven curricula. Our MSBAIM program is refreshed annually to ensure students are trained in the latest advances, and courses are developed in close collaboration with industry partners such as Lilly and Microsoft, ensuring that the curriculum remains highly relevant to today's business and technology landscape."

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