

MASTER OF SCIENCE IN BUSINESS ANALYTICS

The online Master of Science in Business Analytics program equips students to lead business transformation with data-driven decision-making skills, backed by expertise in trend analysis, market opportunity identification and more. With opportunities to impact a wide variety of industries, students will be ready to unlock insights that impact business success.

The program is designed not only to enhance your analytics capabilities and application prowess but to allow you to take your next giant leap while balancing work and life. Our fully online format fosters connections between students and faculty while maintaining crucial flexibility.

Students complete a highly relevant curriculum designed to grow analytics proficiencies in the latest technologies and techniques, balanced by a robust offering of elective courses that allow students to align their plan of study with their career goals. Ultimately, the program focuses on developing the required combination of business and analytics skills to position our students to become data-savvy decision makers who impact business goals.



DEGREE EARNED

Master of Science



LENGTH

1.5-2.5 years



FORMAT

Online



WORK EXPERIENCE

Avg. 7 years



FEES

[View Current Rates](#)

PROGRAM HIGHLIGHTS

- 100% online program combines synchronous and asynchronous learning and allows you to earn a degree while balancing your work and life
- Courses taught by the same faculty as the school's residential MS Business Analytics & Information Management (MSBAIM) program, consistently ranked in the top 10 in the United States
- Curriculum develops analytical business acumen and technological expertise while equipping students to solve business problems, identify trends and mitigate risks
- Program designed to grow analytics proficiencies and application prowess with training in the most relevant big data technologies
- Students benefit from strong ROI potential with average salary increase of \$37,000 or more reported
- Optional in-person development courses, regional events and more available to expand the online student experience
- Opportunity to work with the Krenicki Center for Business Analytics and Machine Learning, which offers data analytics initiatives with industry partners
- Support services available, including career services (interview support, resume review and more) and success coaches (study skills, time management development, stress management coaching and more)

MORE INFORMATION

businessgrad@purdue.edu

business.purdue.edu/online/ms-business-analytics



CLASS PROFILE

Employers

- BASF
- Boeing
- Ernst & Young
- Grainger
- John Deere
- Northrop Grumman
- Purdue University
- US Foods
- Walmart
- Xandr

Geography

- 23 states
- 6 countries

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

Additional Electives**: 4 Credits

Core Courses

- Data Mining
- Technology-Driven Business
- Visualization and Persuasion

Foundational Courses

- Business Analytics
- Python Programming

General Business Electives

- Accounting for Managers
- Change Management
- Financial Management
- Intro to Operations Management
- Leadership
- Legal & Social Fnd Management
- Macroeconomics
- Managerial Economics
- Microeconomics
- Negotiations in Organizations
- Organizational Behavior
- Strategic Management

Business Analytics Electives

- Big Data Analytics in the Cloud
- Cyber & Information Security
- Database & SQL
- Deep Learning
- Marketing Analytics
- Project Management
- Quant Econ w/ Python
- Spreadsheet Modeling & Simulation
- Statistical Machine Learning
- Supply Chain Analytics
- Using R for Analytics
- Web Data Analytics

Free Electives

- Any MGMT, ECON, or OBHR graduate course

** 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 flexibility to take more courses, covering a variety of topics, over a condensed four-week schedule. Essential courses are generally less intense but still provide the learner a wider breath of understanding in the subject.

For more information and course descriptions visit

business.purdue.edu/online/programs/ms-business-analytics/curriculum

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BUSINESS ANALYTICS

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Business analytics opened my perspective to all the sides of business. I have a well-rounded degree, understanding finance, marketing, and more. My MSBA program really helped me with my future goals."

KIARA DILLON

Online MSBA '24

READ MORE ABOUT KIARA

July 2025