Carnegie Mellon University
HeinzCollege

Information Systems (BIDA)

Master of Information Systems Management: Business Intelligence & Data Analytics

MISM Business Intelligence & Data Analytics (BIDA)

The **Master of Information Systems Management (MISM) degree with a Business Intelligence and Data Analytics (BIDA) concentration** is developing an elite set of graduates cross-trained in business process analysis and skilled in predictive modeling, GIS mapping, analytical reporting, segmentation analysis, and data visualization.

Organizations across the world are struggling to develop the know-how to aggregate, analyze, and most importantly monetize the growing surge of available data. Current discussions with banking, healthcare, retail, and government entities point to a severe shortage of individuals that have the combined business, analytics, IT, and communications skills required to be leaders in this field. The School of Information Systems and Management at Carnegie Mellon University's Heinz College is perfectly positioned to educate these leaders and provide them with a unique ability to analyze data and effectively communicate the gathered business intelligence

MISM-BIDA Core Courses

• Data Mining
• Data Warehousing
• Analytics and Business Intelligence
• Analytics Game
• Data Analytics Capstone Project

MISM-BIDA Business Electives

• IT Business Leadership
• Analysis of Social Media
• GIS
• OR Techniques for Consultants
• Interactive Marketing
• Data Analysis in Health Fields

MISM-BIDA Analytic Electives

• Business Process Modeling
• Statistical Graphics and Visualization
• Event and Pattern Detection
• Text Analytics
• Large-Scale Data Analysis
• Causal Inference

"Today's firms have plenty of data sources and data warehouses. What they lack are business leaders who can understand and use these data to improve business decisions. The Business Intelligence and Data Analytics program is designed to train future leaders who can fill that role."

Michael D. Smith
Professor of Information Technology and Marketing

Faculty and Research Centers

We have assembled Business Intelligence and Data Analytics faculty who combine deep expertise in IT, business processes, advanced analytic techniques and real-world applications. Students gain hands on experience through coursework and through applied research experiences at Heinz College's iLab working with unique, real-world data sets describing behaviors of people using mobile devices, social and digital media environments, smart transportation and health care services. Labs such as the Living Analytics Research Center and the Center for the Future of Work have been established with support from industrial partners to provide thought leadership in this important domain.

Real-World Application of Skills

During the Capstone Project, students apply and demonstrate their business intelligence and data analytics skills on an industry project in financial services, healthcare, consulting, etc. The project further develops management and client skills in a real-world organizational experience.

The summer internship is an essential ingredient to the MISM-BIDA experience. We have developed relationships with data analytics groups in elite financial services, healthcare, and technology firms. These organizations engage the MISM-BIDA interns with work that is highly pertinent to their current studies and future careers. The internship, combined with the analytics game, and the capstone BIDA project are part of CMU's focus on experiential learning.

Students in the MISM-BIDA program acquire the skills to integrate cutting edge information and analytic technology practices with applied business methods. The program features world-renowned faculty teaching a cohesive blend of data analytics, management, strategy, and IT courses. It is this unique mix that makes our graduates highly valued by corporate recruiters. Our MISM graduates have a ten-year track record of receiving highly competitive employment offers from financial service firms, consulting companies, technology agencies and start-up organizations.

Most Active Recruiters

- **Deloitte Consulting**
- **Bank of America**
- **Barclays Capital**
- **Credit Suisse**
- **Goldman Sachs &Co.**
- **Oracle**
- **PriceWaterhouseCoopers**
- **Sears Holding**
- **Amazon**
- **eBay**

Careers

Graduates of Carnegie Mellon University's Master of Information Systems Management program are generally hired by Fortune 100 firms. The consulting and financial services sectors are our two largest employers. Most US and International students accept jobs in the United States after graduating; New York City, Chicago, D.C., and the Bay Area are the most common placement locations.

The average starting salary in 2009-10 for a MISM graduate was $81,279.

Application Deadline

January 10 - The application form must be submitted via the online application system by the deadline. Supporting materials sent by mail (if any) must be postmarked by the deadline. Our admissions committee cannot begin reviewing your application until we have received all of your application materials. If space remains in the class after the deadline we will continue to accept applications. Scholarship opportunities after the deadline are limited.

Financial Aid

All students applying to the MISM program are eligible to be considered for merit-based scholarships. Over 40 percent of incoming students receive a scholarship from the MISM program. Detailed information on student expenses and financial aid options is available at http://www.heinz.cmu.edu/school-of-information-systems-and-management/information-systems-management-mism/costs-financial-aid/index.aspx.

For more information, visit the MISM website ,www.heinz.cmu.edu/bida or contact the admissions office at: 412-268-2164 or hnzadmit@andrew.cmu.edu

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