LEVERAGE DATA SCIENCE FOR ACTIONABLE INSIGHTS

Advanced Management Programme in Business Analytics (AMPBA)

ISB

Analytics is fast becoming an integral part of business operations. Enterprises of all sizes have realised its vast potential to unlock insights and improve business decisions across industries and functions.

"86% of executives say their organisations have been at best only somewhat effective at meeting the primary objective of their data and analytics programmes, including more than one-quarter who say they've been ineffective".

McKinsey | The need to lead in data and analytics

Integrating advanced digital tools like Analytics, Artificial Intelligence (AI), and Machine Learning can deliver valuable insights not only for industry but also for governments, non-profit organisations, and society. Moreover, business analytics is a high-growth function that requires leaders who can understand how to interpret, integrate, and implement analytics into organisational operations.

Data analytics

97mn
New jobs will be created world wide for skills related to data analytics by 2025[1]

60%
Companies believe automation and or digitisation is a top priority[2]

50%
Companies have started using AI and machine learning for atleast one function[3]

5%
organisational EBIT is attributable to AI say 22% of survey respondents[3]

1. World Economic Forum | The Future of Jobs Report 2020
2. McKinsey | Retraining and reskilling workers in the age of automation
3. McKinsey | The state of AI in 2020

The Advanced Management Programme in Business Analytics (AMPBA) at ISB

AMPBA trains future business leaders with strong analytical skills and data driven decision making. ISB is one of the few business schools that integrates teaching, research, and industry engagement initiatives to use data to improve decision-making and generate actionable insights. We seek to apply analytical tools to solve challenges and leverage opportunities for business and society generated by the data and technology revolution. AMPBA prepares future managers to confidently harness the possibilities of data analytics and translate them into tangible business value.

"ISB's Business Analytics programme is one of the most exhaustive executive-level programmes that equip professionals with advanced skills required to make data-driven decisions in today's dynamic business landscape. It is a career-enriching programme that provides rigorous theoretical and practical training on data management, statistics, machine learning, and artificial intelligence. The critical aspects of the programme are top-notch faculty, world-class campus facilities, and industry speaker series, which bring the latest research, best practices, and domain knowledge to the diverse mix of students. Continuing our commitment to provide the best education to our students and to prepare them for the industry, we have recently included modules on contemporary topics that cover recent advances in data science and its applications in the business domain".

Professor Manish Gangwar
Executive Director - ISB Institute of Data Science, Indian School of Business

Programme overview

AMPBA is designed to upskill business professionals to make business decisions by leveraging AI and Analytics. The programme will do a deep dive into the methods and applications of business analytics using real case studies. The programme caters to the needs of busy executives to help maximise learning while minimising disruption to professional responsibilities.

Students will learn to build analytical models using Machine Learning and Deep Learning concepts. AMPBA enables the participants to graduate with fluency in data analytics, manage a team of data scientists, and be future leaders in providing solutions to business problems.

Programme Benefits

- Learn from world-class faculty
- Gain practitioner insights from industry experts
- Apply lessons with relevant industry case studies
- Get practical experience with a Capstone project
- Learn from experienced peer group
- Become a member of the vast ISB Alumni network
- Experience the state-of-the-art campuses at ISB that provide an environment conducive to learning and gaining real-world skills

Launched in 2013

1650+ alumni

30+ courses

Students from diverse backgrounds

Students with 8 years of average work experience

Live online and classroom sessions

Duration: 12 months + 3 months of Capstone Project

Real-time industry projects

Industry readiness sessions

Career guidance

How ISB's AMPBA transforms you to be industry-ready?

The programme will prepare you to be industry-ready with strong technical skills built through various mini-projects, real-world projects, industry interactions, virtual-lab sessions/workshops, and presentations.

Networking Opportunities
To facilitate interactions between participants and leading experts from the analytics industry, the institute conducts DataTalks (webinars).

Career Guidance
The career guidance team helps participants accelerate their career growth by facilitating participation in competitive events, organising career guidance sessions by in-house career advisors and enhancing business communication through workshops.

AMPBA-Alumni Mentorship Programme (AAMP)
AAMP aims to create a platform for students to interact with ISB alumni who are leaders and domain experts in AI and Data Science. Mentors guide students to observe market trends, learn about AI and data science innovations, and understand the realities of working, recruiting, and marketing themselves effectively. Mentors will guide a groups of students.

Alumni testimonials

I can confidently say that the AMPBA exceeded my expectations in terms of ROI, as I have witnessed significant career growth. I cherish the bond formed with my peer group and I credit AMPBA's faculty and industry projects for upskilling me and enabling me to excel in my profession.

Arun Sriraman
Lead Data Scientist at Salesforce
AMPBA Batch 8

With more than two decades of being in the Industry, I found that the AMPBA is the program that would meet my requirement to enhance my skills in data science, and now I will say it's worth the investment I made in myself. I am glad I made the right decision.

Ganapathy V
Vice President & Head of Global Advanced Analytics CoE at Holcim
AMPBA Batch 14

All credits to ISB's AMPBA for my career growth to Insights Specialist at Google. AMPBA provided me with learning opportunities across different domains with a mix of business and tech; the hands-on learning was a major takeaway for me.

Tanya Jain
Insights Specialist at Google
AMPBA Batch 15

Alumni privileges

The AMPBA community is diverse, dynamic, and unique. We are immensely proud of our 1650+ alumni. Our alumni exemplify excellence in business analytics, data science and represent the advantage of having the ISB experience.

AMPBA Alumni are working across a broad spectrum of industries and domains. Some have successfully realised their entrepreneurial dreams and have founded start-ups to commercialise analytical innovations.

ISB AMP Alumni will be entitled to a lifelong e-mail account, discounts on Executive Education, selective access to library resources, and invitations to attend a variety of lifelong learning and networking events. They may also be invited to feature in or contribute to ISB publications.
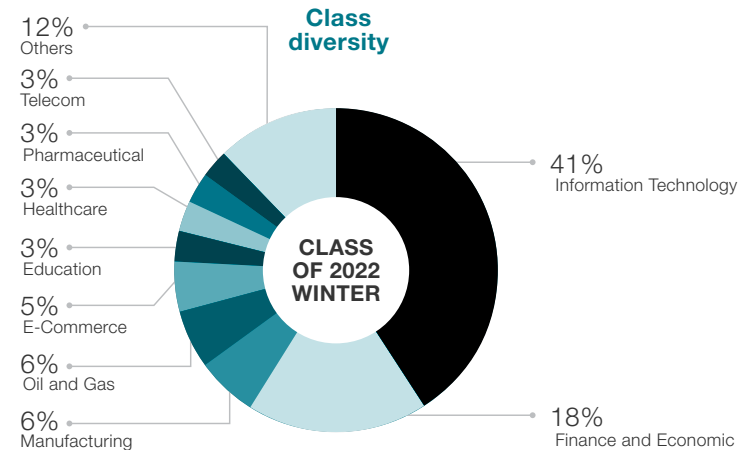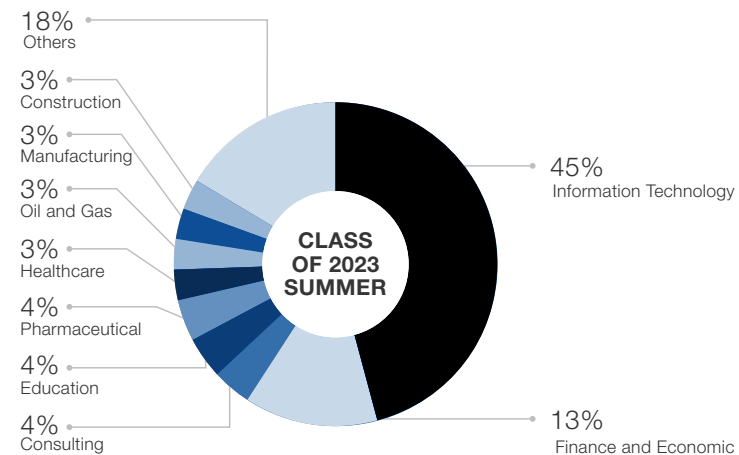
Class profile

The programme nurtures a diverse, vibrant, and motivated cohort of next-generation Data Scientists. Students bring in diversity with their respective academic backgrounds, work experience, and industry domains. Learning in such a group helps the cohort to examine problems from different, sometimes diverging perspectives. The past classes have typically been a cohort of about 100-120 select participants with a healthy representation from technical and business backgrounds.

Wide range of industries and perspectives
The AMPBA class represents a wide range of industries and is a mix of academic backgrounds, including STEM, Management, and Healthcare, to name a few. Their impact within their careers shapes their perspectives and helps create a collaborative, creative learning environment.

Class diversity

CLASS OF 2022 WINTER

- 12% Others
- 3% Telecom
- 3% Pharmaceutical
- 3% Healthcare
- 3% Education
- 5% E-Commerce
- 6% Oil and Gas
- 6% Manufacturing
- 41% Information Technology
- 18% Finance and Economic

Note: Others include, infrastructure, supply chain analytics and customer services analytics, etc.

CLASS OF 2023 SUMMER

- 18% Others
- 3% Construction
- 3% Manufacturing
- 3% Oil and Gas
- 3% Healthcare
- 4% Pharmaceutical
- 4% Education
- 4% Consulting
- 45% Information Technology
- 13% Finance and Economic

Note: Others include Research Services, Quality Assurance, Operations, Health Care, Product Management and Merchandising, etc.

Cutting-edge curriculum

The comprehensive AMPBA curriculum is a perfect blend of theory and practice offering a judicious mix of analytical skills, business knowledge, and a strategic perspective on the analytics industry. The curriculum is continuously and rigorously updated to bring cutting-edge learning tools and methods to the class. The combination of course modules and the industry-sponsored Capstone Project offers both exhaustive learning and real-world application across domains. In addition to the Capstone Project, students will be completing Foundation Project too.

Bootcamp Modules

The knowledge of Python and R-programming is essential for AMPBA. Every student will have access* to four Bootcamp modules of asynchronous content, of which two modules will have built-in mandatory quizzes and exercises.

Foundational Courses

The Foundation Term courses cover probability, descriptive statistics, data collection and visualization foundations for analytics. Students need to attempt all four courses of the Foundation Term with a pass grade in all courses to proceed to Term 1.

Core Courses

These courses cover in-depth study in statistics, optimisation, forecasting, machine learning, AI, deep learning, NLP, LLMs and Generative AI.

Application Courses

These courses teach the participants how to apply data analytics to different business domains such as marketing, finance, retail, supply chain, pricing, and more across industries. Students use analytical modeling techniques to solve business problems by applying them to data sets.

Experiential Courses

The Foundation project and Capstone project teach participants about the life cycle of a project in Data Science and show them how to apply their skills from Core and Application courses to real business problems.

*Access will be provided to the students after payment of fee as will be advised

An indicative list of courses offered is as follows

BOOTCAMP MODULES

Introduction to Python*

Introduction to R-programming*

Introduction to SQL

Introduction to Linear Algebra

FOUNDATION TERM**

Introduction to Probability

Descriptive Statistics using R

Data Collection & Pre-Processing

Data Visualization

TERM 1

Optimisation

Data Engineering

Machine Learning: Unsupervised Learning 1

Statistical Analysis 1

Big Data Management

TERM 2

Machine Learning: Supervised Learning 1

Machine Learning: Unsupervised Learning 2

Advanced Optimisation & Simulation

Statistical Analysis 2

Contemporary Topics 1

TERM 3

Deep Learning

Advanced Statistical Analysis

Digital & Social Media Analytics

Machine Learning: Supervised Learning 2

Contemporary Topics 2

TERM 4

Financial Analytics

Forecasting Analytics

Marketing & Customer Analytics

Natural Language Processing

Foundation Project

TERM 5

Applications of AI

LLMs & Generative AI

Pricing & Demand Analytics

Supply Chain & Retail Analytics

CAREER ADVANCEMENT WORKSHOPS

Business Communication

Report Writing

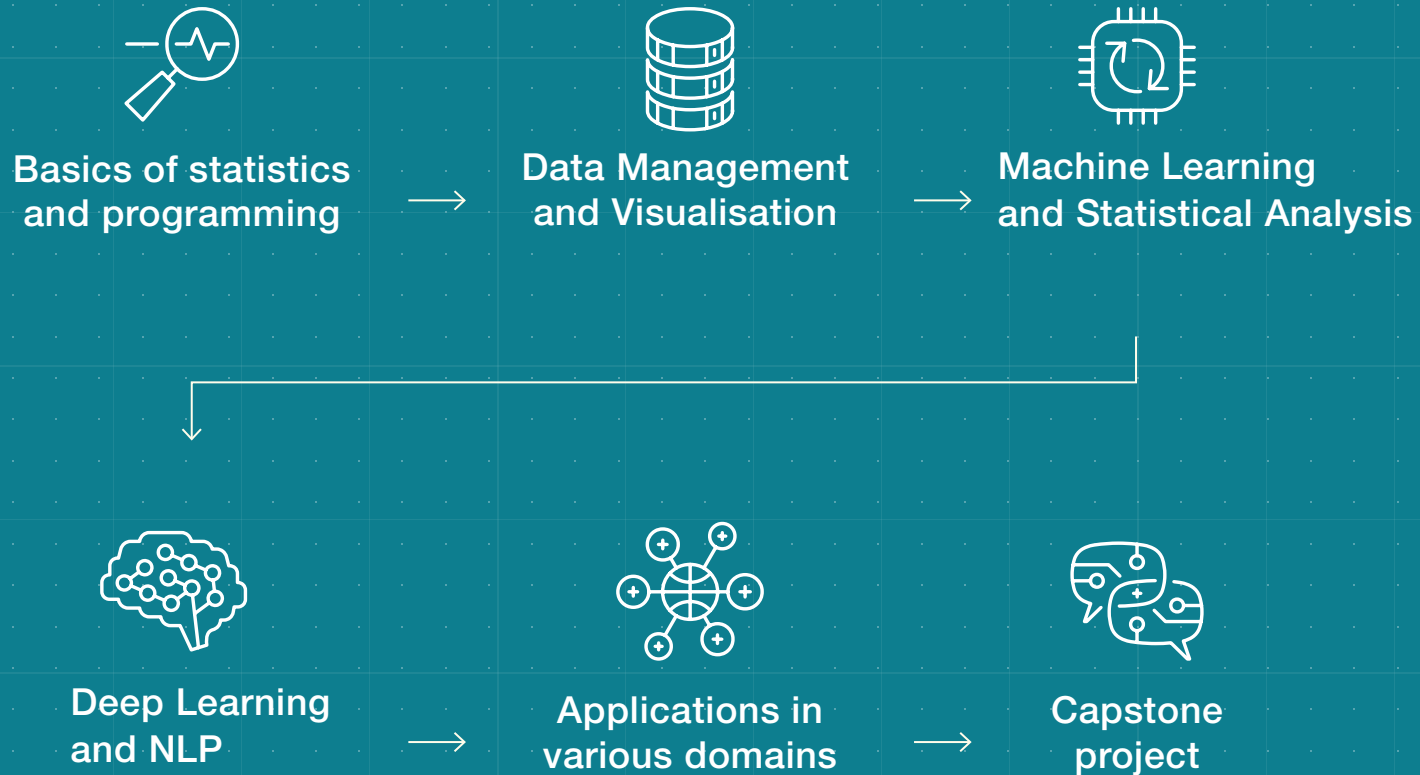Profile Building

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CAPSTONE PROJECT

Some courses may undergo modification at the time of delivery.

*Mandatory to successfully complete two of the four Bootcamp Modules with asynchronous content before the Foundation Term.

**Students need to attempt all four courses and obtain a mandatory pass grade in all courses to proceed to Term 1.

The learning journey

From foundational to data science modules, to application modules to experiential learning.

Basics of statistics and programming → Data Management and Visualisation → Machine Learning and Statistical Analysis

Deep Learning and NLP → Applications in various domains → Capstone project

Pedagogy

The programme adopts pedagogies with an emphasis on action and application, in addition to theoretical and conceptual learning. The pedagogy integrates faculty lectures with case study discussions, simulations, group activities, and other interactive sessions. Experienced industry practitioners visit ISB to interact with participants to share practical perspectives and insights into real business problems.

Classroom Learning

During a residency, participants attend day-long classes and spend their evenings on co-curricular learning engagements. Five residencies of five days each are scheduled through the duration of the programme.

Online Platform

An interactive online technology platform complements classroom teaching. This platform is used for tutorials, mentoring, and delivering Foundation Term modules.

Self-Study and Peer Learning

Students can expect to dedicate 10-12 hours every week towards assignments, project work, session pre-readings, data science talks, peer-to-peer interaction.

Experiential learning

Complete hands-on learning

Foundation Project

The Foundation Project enables students to manage a data science project successfully. This project takes students through the different activities of the data science project life cycle. The project explains inputs and outputs of all activities helping effective project management of a data science project.

Capstone Project

The Capstone Project is an integral component of the programme. It offers participants an opportunity to apply their comprehensive course learning to solve real-world business problems. Each participant group is mentored by a faculty member and an industry mentor to integrate theoretical and practical aspects. The Programme Office sources projects from different industries, such as Healthcare, Consulting, IT, Automotive, Financial, Publishing, Telecom, and Retail, to name a few.

"Proactive thinking + good technical understating + diverse backgrounds = great team. Feedback was very well integrated into the models and the team was constantly in touch and proactively shared their ideas and concerns. It was a great experience working with them".

ABInbev on the capstone project team

Programme calendar

Programme schedule*

S. No.	Item	Details
1	Programme Duration	Feb 2025 - Apr 2026 (foundation term + core terms + capstone project)
2	Classroom Teaching Hours	200 hours (~25 days of classroom experience)
3	Total Contact Hours	~ 400 hours of teaching and industry speaker series, project modules are extra
4	Foundation-term Modules	Feb 1, 2025 - Mar 30, 2025 (Live virtual sessions)
5	Terms (5)	April 2025- Jan 2026
6	Capstone Project	Feb 2026 - Apr 2026 (Online)

Residency calendar* (Tentative)

AMPBA Class of 2025 (Winter)		
Terms	Dates	Campus
1	April 12 - 16, 2025	Hyderabad
2	June 11 - 16, 2025	Mohali
3	August 9 - 13, 2025	Hyderabad
4	Oct 11 - 16, 2025	Hyderabad
5	December 13 -17, 2025	Mohali

*Note:

- While every effort will be made not to change the dates of application and/or class start date, ISB reserves the right to modify the schedule in case of extenuating circumstances
- ISB reserves the right to conduct a term online or postpone to a later date if due to COVID-19, the local government advisory does not allow on-campus activity.
- The programme schedule and residency calendar are tentative.

AMPBA Faculty

Dedicated, World-Class Faculty

Globally renowned faculty from ISB, other premier schools, and subject-matter experts from the industry teach at the programme. They come with extensive practical experience and research in business analytics. They bring in unique insights, in addition to their functional expertise.

Click here to know more about the AMPBA faculty.

Admissions

The programme is designed for professionals from diverse backgrounds. It is apt for those looking to start or further a career in Analytics, those who use quantitative techniques in their work roles, and those who want to make a career in data science, data analytics, Artificial Intelligence, or those who want to be a Business Translator. ISB invites applications from individuals who are passionate about building a career in Analytics with business acumen.

Eligibility
Academic Qualification: The applicant must have a Bachelor's or Master's Degree in Engineering, Technology, Statistics, Mathematics, Science, or equivalent qualification with exposure to mathematics and programming.

Work Experience: The applicant must possess a minimum of 2 years of full-time work experience as on the programme start date.

Selection Process and Criteria
Selection Process: Applicants are required to take an online test as per scheduled dates. However, an applicant can request for exemption by submitting valid GMAT/GRE/CAT/NMAT scores along with the application. The decision to grant an exemption from the online test will be based on the decision of the admissions committee. In the event the waiver is not granted, the applicant will be required to appear for the online test.

Applicants shortlisted based on test results will be called for an interview. The interview may be conducted in-person, over the telephone, or through an internet-based tool. Candidates will be shortlisted, and interviews will be conducted on a rolling basis. The decision to offer admission will depend on the applicant's test score and interview performance.

Admission Notification: Programme Office will contact the selected candidates. Selected candidates will have five to seven days to make a payment of INR 1,08,500 plus applicable taxes towards the admission fee (partially refundable as per refund policy) to confirm their participation in the programme. Candidates will receive the payment link and fee schedule along with the admission offer.

Fee Structure:
Programme Fee: **INR 10,85,000** plus GST*

AMP Alumni Fee: **INR 15,000** plus GST*

Refundable Security Deposit: **INR 10,000**

*GST rates as applicable as per government guidelines.

The programme fee is subject to change, and it covers: Admission Fee, Tuition Fee, Course material, Accommodation and Meals during the Residencies.

The programme fee does not cover: Travel cost to and from the campus for residencies. Participants need to carry a laptop (PC-Windows) of standard configuration for course-related work.

How to Apply

Admission Calendar
Application Deadline: September 22, 2024

How to apply?

- **Click here** to apply to the programme
- Only applications submitted online would be accepted.
- Fill in the relevant sections of the application form. In case of any assistance during the application process, you may write to ampba@isb.edu

Note:

- Application fee (non-refundable): INR 2000 inclusive of applicable taxes
- Commencement of foundation-term: February 1, 2025
- The admission team will communicate on upcoming admissions test dates as soon as your application is submitted and reviewed.
- As there are limited seats available, aspirants are requested to complete their applications and take advantage of the earlier test dates.
- Admission is on a rolling basis. If the seats fill up earlier, candidates may be offered deferred admissions to the next batch. We encourage you to apply during the earlier cycles to have your application considered for the current class.
- While every effort will be made not to change the dates of application and/or class start date, ISB reserves the right to modify the schedule in case of extenuating circumstances

Programme Completion
In order to be awarded a certificate at the completion of the programme, the student must meet all the graduation requirements and other policies prescribed in the Student Handbook. Students will receive a consolidated transcript after graduation, along with the certificate.

Sponsoring and Financing Options

Employee Sponsorship

Through the Employee Sponsorship option, organisations can sponsor, in whole or in part, high-performing employees they wish to reward, retain, and groom into senior management positions.

To offer equal opportunity to all candidates and maintain the high quality of the participant profile, ISB requires all sponsored candidates to go through the admission process and meet the programme's admission requirements.

Benefits to Employer

- Retaining and motivating high-performing employees by sponsoring and thereby incentivising these employees.
- Reducing the costs of hiring, training, and lost productivity during the learning phase for the new employee,
- Upgrading the skills of high-performing employees to enable extraordinary performance in senior positions.

Benefits to Sponsored Employee

- Rewards for good performance
- Recognition of future potential within the organisation
- Switching the profile internally

Financing Options

Following are banks/lenders providing education loans with exclusive offers for ISB.

Axis Bank | Bank of Baroda | HDFC CREDILA | ICICI Bank
IDFC First Bank | State Bank of India | Union Bank of India | Yes Bank

For details on instalment options and education loans, please contact the AMPBA Admissions Team.

Defence Scholarships:

Under the collaboration with Ministry of Defence:

- Scholarship to be extended to current and former Defence Forces Personnel covering the Army/Navy/Air Force falling under the Ministry of Defence.
- Upto 1 candidate, per cohort may be extended 50% tuition fee waiver under this collaboration.
- Preference will be given to armed forces candidates who apply in the earlier rounds.
- Scholarships under this category will be granted based on merit.
- Candidates are expected to mention the details of their designation and tenure with armed forces in the Resume to avail the benefit of this scholarship.

About IIDS

ISB Institute of Data Science (IIDS) is a unique research institute at the Indian School of Business dedicated exclusively to cutting-edge research in data science. IIDS designs and delivers programmes for working professionals in Machine Learning, Artificial Intelligence, and Data Science applications in business. It organises conferences and workshops where you can network, learn, and stay updated with the latest developments in data science.

IIDS' flagship Advanced Management Programme in Business Analytics (AMPBA) equips professionals with the skills of a business analyst and data scientist. The institute provides data analytics support to various departments, research centres, and institutes at ISB. IIDS also designs and develops AI and analytics solutions for the industry to address their complex business problems.

About the Indian School of Business

The Indian School of Business (ISB) has evolved as a world-class business school in Asia. A rapidly changing business landscape requires young leaders who understand the developing economies and present a global perspective. The ISB is committed to creating such leaders through innovative programmes, outstanding faculty, and thought leadership. Funded entirely by private corporations, foundations, and individuals worldwide who believe in its vision, the ISB is a not-for-profit organisation.

The Indian School of Business has the unique distinction of receiving accreditation from the Association of MBAs (AMBA), making it the 100th School in the world to achieve the 'triple crown of accreditations from AMBA, EFMD Quality Improvement System (EQUIS), and the Association to Advance Collegiate Schools of Business (AACSB). Accreditation from AMBA represents the highest standard of achievement in postgraduate business education. Its rigorous assessment criteria ensure that only the highest-calibre programmes that demonstrate the best teaching standards, curriculum, and student interaction achieve Association of MBAs accreditation.

For more details contact

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Admissions and Financial Aid

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Founding Associate Schools

Kellogg School of Management

Wharton UNIVERSITY OF PENNSYLVANIA

Associate Schools

London Business School

FLETCHER The graduate school of global affairs at Tufts University

Accreditations

AACSB ACCREDITED

EFMD EQUIS ACCREDITED

ASSOCIATION OF MBAS AMBA