INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

Advanced Programme on **BUSINESS ANALYTICS (APBA)**

14 batches strong. Onto its 15th batch.



Begin your journey for as low as **₹15,316/month**

Thanks to easy EMI plans from our top banking partners

The need of the hour

“Information is the oil of the 21st century, and analytics is the combustion engine.” This quote by Peter Søndergaard, Chairman of the Board, 2021.AI and one of the world’s leading technology experts, sums up the significance of analytics in business aptly.

With huge amounts of data floating across all business verticals, Business Analytics has become the key area of focus in most industries. Business Analytics is the iterative exploration of past business performance to drive future business. It uses specialised technologies, skills, and statistical methods to understand past data and gain insights for the future.

Organisations typically use Business Analytics to analyse data from various sources, recognise patterns from that data, monitor trends in real-time, and make informed business decisions.



Process of Business Analytics



Source: learn.g2.com

The future

The Indian analytics industry is expected to touch $118.7 billion by the next year and create over 11 million jobs, owing to multiple factors like:



Growth of Internet of Things (IoT)



Increasing importance of data security



Growing adoption of data monitoring



Growing concerns about data accuracy



Growth of cognitive analytics



Open-source solutions



Focus on industry-specific analytics



Rising demand for data scientists

Benefits that go beyond classroom

Features	What it means for you
IIM Calcutta credibility	Learn from India’s premier B-school, triple-accredited (AACSB, EQUIS, AMBA)
Career Transformation	Bridge the gap between traditional management and analytics leadership
Comprehensive Curriculum	15 specialised modules covering AI, machine learning, and industry-focused analytics
Real-World Relevance	Case studies from leading companies like Amazon, HSBC, Netflix, and PepsiCo
Capstone Project	Apply your learnings to a live, industry-relevant project
Hybrid Flexibility	Blended model with Sunday online classes and two campus immersions
Exec-ed alumni status	A powerful and prestigious network of 30,000+ professionals that you can connect with for a lifetime

Noticeable career transformations and alumni growth



Akanksha Surana

Before: Senior Consultant, EXL Analytics

After: Senior Business Analyst, Citi Bank



Mriganka Das

Before: Officer, Citi Bank

After: AVP, Citi Bank



Manish Aggarwal

Before: Director @ a CA Firm

After: Partner



Swagatika Satapathy

Before: Analyst, Cardinal Health

After: Senior Analyst, Cardinal Health



Barbie Sehgal

Before: Associate Consultant, EXL Analytics

After: Assistant Manager, EXL Analytics



Rajiv Ranjan

Before: DGM, Tata Motors

After: General Manager, Tata Motors



K. S. Indhumathi

Before: Business Analyst

After: Specialist in Business Intelligence

That’s what your peers said



Leonard Gomes
(Batch 12)

This course helped me sharpen my skills, align with industry needs, and chart a clearer path for my career goals.



Manoj Narayanan
(Batch 12)

The programme showed me how analytics can optimise pricing, workforce, supply chains, and decision-making across industries.



Leonard Sanjeev Gomes
Sr. Territory Sales, Brillon Consumer Product - (Batch 12)

This programme was transformative! The hands-on projects and real-world case studies gave me the skills to lead data-driven strategies.



Nishita Parte
Digital CoE India Leader, Veolia Water Technology and Solutions - (Batch 13)

The holistic curriculum and real-world applications helped me stay ahead in machine learning, big data, and financial analytics.



Alisha Patro
(Batch 12)

EPBA clarified my understanding of business growth and gave me the confidence to pursue a career in business analytics.



Sahana Venkatesh
(Batch12)

I now apply predictive modelling and pricing analytics in my retail role, thanks to the practical approach of EPBA.



Divya Ranjan
IT Analyst, TCS - (Batch 12)

EPBA made me technically stronger and more confident in my client-facing IT role.



Mittal Kataria
Owner, CA Mittal Kataria & Co (Batch 12)

As a Chartered Accountant, EPBA empowered me with data-driven skills to optimise processes, automate work, and make smarter business decisions.

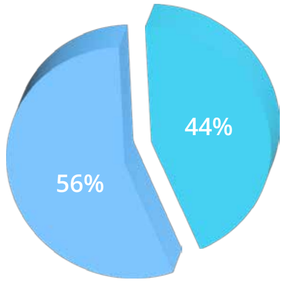
Powerful alumni network

Features

- Technology
- Finance
- Healthcare & Pharmaceuticals
- Consulting & Services
- Manufacturing & Engineering
- Real Estate
- Education

Gender Ratio

- Females 44%
- Males 56%



Top Grades

- Sr. Manager/Manager/Assist. Manager
- Analyst
- Associates
- Consultatn
- Accountant
- Big Data Engineer
- Business Manager
- Cloud Integration TL
- CM
- Deputy Merchandiser
- Director
- Deputy GM HR
- ICT Content Developer
- Lead

Must-have competencies for every forthcoming leader



- Use analytics to make smarter business decisions that drive growth
- Break down messy, unstructured data and find clear solutions
- Master models and techniques that solve real business challenges
- Interpret results and recommend strategies with confidence
- Improve processes and drive transformation within your organisation

Future-focused institute

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

#1
in India
(On Learning Experience Parameter)

#1
in India
(Amongst all the B-Schools)

#1
in India
(On Future Orientation Parameter)



Expert mentors who bridge research and the real-world



Prof. Anik Mukherjee

- Assistant Professor, **Management Information Systems,** IIM Calcutta
- PhD in Information Systems, IIT Madras (2021)
- Research & teaching interests include **cloud computing, computational advertising, cybersecurity, location & text analytics,** healthcare analytics, and customer time-preference modelling
- Has authored papers in Decision Support Systems, Information Systems Frontiers, etc.
- Awards & Fellowships: Fulbright-Nehru Doctoral Research Fellowship (USA) and DAAD Masters Research Fellowship (Germany)



Prof. Abhipsa Pal

- Assistant Professor, **Management Information Systems,** IIM Calcutta
- PhD in Information Systems, IIM Bangalore
- Former Senior Systems Engineer at Infosys (2010–2014)
- Research focus: **digital payments, adoption & continued use of mobile payment technologies, fintech,** ICT4D (Information & Communication Technology for Development)
- Publications in Research Policy, Information Systems Frontiers, Journal of Banking and Financial Technology, etc.