

Managing local aspirants with global aspirations

The DNA-Indus 2011 Survey identifies the top 30 B-Schools in India that are in sync with student and industry expectations based on international benchmarks

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In this era of globalisation, the basic mantra repeated by just about every management aspirant, 'Consider the Corporate Perspective' increasingly incorporates an additional word - Multinational. It is no longer good enough for candidates to measure up to local standards; they need to be on par with the best worldwide.

This raising of the bar, in a manner of speaking, coupled with the multitude of institutes that have emerged in recent years, tends to throw the potential 'managers of tomorrow' into a tizzy. After all, the all-important process of how to effectively collate and filter data, analyse it and make an 'informed' decision is something they will only learn af-

ter joining a management institute, not before!

Simultaneously, this has upped the stakes tremendously where B-Schools are concerned. While the bottom line, for every management aspirant, remains getting a good job offer at the campus placement level, the institutes have begun to increasingly focus on the various aspects that can facilitate it. From industry relevant courses, to a strong industry interface where curriculum, guest faculty, familiarisation visits and internships are concerned; there are several clinching factors when it comes to the selection

process. They also go a long way in determining how fast one can climb up the corporate ladder.

The hunt therefore, these days is for B-Schools that build a solid foundation with teaching methodology, technology, facilities and other coveted add-ons that can make all the difference between being shortlisted and selected

during the campus interviews. It is not just important but essential for management aspirants planning to walk down the corporate corridors in future, to ensure that they opt for a B-School, which can be the launch pad for a career that will not only take off rapidly but also keep on rising sharply thereafter.

However, as pointed out earlier, this is no easy task. With the aim of facilitating the process and enabling management aspirants to not just understand the parameters on which they need to rate B-Schools, but also provide a systematically conducted, comprehensive rating, DNA and Indus Learning Solutions Pvt. Ltd. recently conducted a survey to identify top 30 business school in India.

The objective of the research was to rank top business schools in India. The methodology comprised an awareness survey, which was conducted with a sample of 300 (75 each among

potential students, faculty, alumni and HR managers) across six relevant cities of Delhi NCR, Mumbai, Chennai, Pune, Chandigarh, and Bangalore.

A list of 30 institutes was generated with the highest Top of Mind (ToM) and unaided recalls. Institutes were selected based on the mean as standard deviation calculated through the responses.

A perception survey was thereafter conducted for the selected 30 institutes with a sample of 452, again across the six cities of Delhi NCR, Mumbai, Chennai, Pune, Chandigarh and Bangalore.

A weighted average was then calculated across different parameters for selection of the top business schools in India.

The evaluation of business schools was done on specific parameters like curriculum, intellectual impact, international exposure, image of the institute, placement, industry interaction, infrastructure and the potential to network.

The preferred business schools were listed on each parameter, followed by the evaluation of each business school on each parameter, leading to the list of Top 30

business school in India.

Target Respondents included students of the age group 18-30 years. These comprised potential students who were willing to get admitted in any business school, had passed 12th standard and passed within the last 1 year and alumni students who had passed from any business school within the last one year. Faculties who responded had to be a teaching faculty of any business school whereas the HR professionals had to be directly involved in campus recruitments. Snowball sampling

process was used to ensure that the ratings for all business schools are taken.

The survey findings provided rankings in the following categories: Overall Ranking, Most admired institution - Course Curriculum, Most admired institution - Intellectual Impact, Most admired institution - International exposure, Most admired institution - Image of institute, Most admired institution - Placement, Most admired institution - Industry Interaction, Most admired institution - Infrastructure and Most admired institution -

Potential to network.

These are the key factors that epitomise an ideal institute for imparting management education and stand aspirants in good stead, all through their careers. After all, a B-School that combines relevant and updated courses with exposure to the corporate world ensures that its students are ready to deliver from day one, making them an attractive proposition at the campus hiring stage. The same attributes that make a student attractive for hiring today, will be driving career growth tomorrow.



TOP TEN COUNTDOWN: APEX B-SCHOOLS ACROSS OVERALL PARAMETERS

Key Trends Visible

- The IIMs continue to top the list this year as well. Four IIMs have taken the first four spots in the overall list.
- IIM Ahmedabad has retained its Numero Uno position, followed by IIM Kolkata, IIM Bangalore and IIM Lucknow.
- Institutes like IIPM, XLRI, FMS, MDI, IMT and JBIMS have also sustained their presence in the lead rankings.

Institute	Course Curriculum	Intellectual	International Exposure	Image of Institute	Placement	Industry Interaction	Infrastructure	Potential to Network	Overall
IIM Ahmedabad	93.89	93.70	93.89	93.89	93.79	93.89	93.89	93.89	93.85
IIM Kolkata	91.12	93.22	91.28	91.51	91.75	91.34	93.22	91.24	91.83
IIM Bangalore	87.01	89.24	87.43	88.94	88.93	89.66	89.67	89.42	88.79
IIM Lucknow	85.14	86.73	85.45	85.89	86.91	87.20	87.79	86.90	86.50
XLRI - Jamshedpur	85.17	86.37	85.91	86.37	86.80	87.56	86.33	86.48	86.37
FMS - Delhi	83.44	84.76	84.56	83.64	85.04	84.15	83.49	83.06	84.02
MDI - Gurgaon	80.33	83.26	80.70	83.17	82.96	93.79	83.38	82.39	83.75
IIPM	80.36	82.51	93.95	83.69	80.01	87.28	81.78	80.43	83.75
IIFT - Delhi	80.93	82.41	82.10	82.11	88.99	80.23	80.14	80.33	82.16
Jamnalal Bajaj - Mumbai	80.99	82.31	81.81	82.36	81.41	81.36	81.68	82.84	81.85



Academic options and corporate futures

B-Schools now offer a much wider range of courses, which facilitate career specialisation right from the first step

The path to a focused management career is a much easier one to tread these days. With B-Schools increasingly providing industry-specific courses at the degree and post-graduate diploma level, students can now look at such a specialisation right from day one of their management education.

This also enables them to make the transition from the halls of academia to the conference rooms in their preferred industry organisation that much sooner. Unlike the past, there is no need to first do a general course, start working and then do a specialised course side-by-side.

As each new career opportunity presents itself, B-Schools have come up with relevant courses that not only help in bridging the manpower gap, but also actually offer a curriculum that meets industry needs beyond just the basic recruitment criteria.

There are courses in spheres like Services Management, Pharmaceuticals Management, Capital Markets, Actuarial Science, Technology and Retail Management, Wealth Management, Global Mergers and Acquisitions, Foreign Trade Policy and Derivatives, which enable the management aspirants to take advantage of emerging opportunities. With such a vast range of options on offer from B-Schools - and this is just the tip of the iceberg so to speak - the future of management students seems very bright indeed.

The most important thing is that in-

dustry and academia have not only managed to shrug off the past but are also working together to build a better future for students. The course curriculum and internships are being designed to mirror the real corporate world as much as possible and healthy ties with the corporate world to ensure students have exposure to current trends and challenges, in light of emerging career opportunities

Initiatives such as live projects, summer internships, real life case studies, guest lectures by industry professionals, seminars, workshops and industrial visits enable management institute to provide essential practical exposure to the students. Establishing industry partnerships in conventional as well as sunrise sectors enables candidates to work on short-term and long-term projects.

B-Schools in India are increasingly benchmarking themselves and their courses against the best in the world. There is a rising emphasis on management education in the current scenario, with a minimum level of management courses has become essential for employment and/or career growth in most fields given the extremely competitive workplace environment. Interestingly, instead of being complacent, most B-Schools are upping the ante by benchmarking themselves against the best in India, followed by Asia and finally the world.

THE TOP 20 B SCHOOLS

Rank	Institute	Score	Rank	Institute	Score	Rank	Institute	Score
Rank 1	IIM Ahmedabad	93.85	Rank 8	IIPM	83.75	Rank 15	ISB - Hyderabad	79.31
Rank 2	IIM Kolkata	91.83	Rank 9	IMT - Ghaziabad	82.16	Rank 16	K J Somaiya institute of management - Mumbai	79.12
Rank 3	IIM Bangalore	88.79	Rank 10	Jamnalal Bajaj - Mumbai	81.85	Rank 17	Fore School of Management - Delhi	79.01
Rank 4	IIM Lucknow	86.50	Rank 11	IIFT - Delhi	81.35	Rank 18	Lal Bahadur Shastri Inst of Mgmt - Delhi	79.00
Rank 5	XLRI - Jamshedpur	86.37	Rank 12	S P Jain Institute of Mgmt - Mumbai	81.25	Rank 19	IMI - Delhi	78.51
Rank 6	FMS - Delhi	84.02	Rank 13	Narsee Monji Inst of Mgmt - Mumbai	79.75	Rank 20	MET Inst. Of Mgmt. - Mumbai	78.36
Rank 7	MDI - Gurgaon	83.75	Rank 14	Symbiosis Inst of Mgmt - Pune	79.51			

Leading consistently on multiple fronts

The Indian Institute of Planning and Management (IIPM) has scored consistently high in this year survey. Not only has it retained its place in the overall top ten rankings with an eighth position (advancing one level higher as compared to last year's survey) but it is also topping the entire list when it comes to international exposure. IIPM also features in the top twelve list across the remaining parameters when it comes to curriculum (11th position), intellectual impact (9th position), image of the institute (6th position), placement (11th position), industry interaction (6th position), infrastructure (8th position) and the potential to network (12th position).

IIPM has so far claimed the superiority of its Entrepreneurship program neither by the size of its campus, nor by the entry level salary of its pass-outs, but by its qualitatively superior and intellectually stimulating academic program. The IIPM course is a 22 month, 1944 hour course which includes in depth studies of national economic processes and ways to regulate its parameters to achieve higher

growth rate of GDP ensuring higher growth of market segments within the national economy as well as higher growth of income of all sections of the people, including those who are below the poverty line.

IIPM's Entrepreneurship program also develops certain entrepreneurial qualities in program participants. These helps to remove aversion to calculated risk taking, imbued with ambition beyond normal career growth. Personal ambition in tune with social vision makes an entrepreneur reach out beyond boundaries again and again. Work remains no work, but hobby. Failures are looked upon as inevitable intermediate stages to success.

The IIPM programme further includes a compulsory specialisation in Marketing - wherein all the 20 plus papers of Marketing are compulsory for all students. Additionally students chose another elective like Finance or H.R. etc. This stems from the firm con-

viction that IIPM holds that business is marketing.

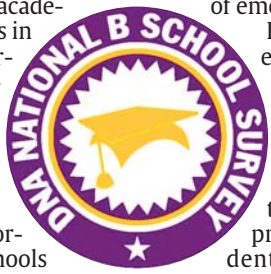
What perhaps is the most difficult part of the IIPM programme to be explained in words is the tremendous change in personality and life on the whole the IIPM course brings about thanks to its special focus on Executive Communication which is a 4 credit per trimester course running throughout the course duration. As a part of this course students typically have to participate compulsorily in more than 40 competitive debates and extempores under the eagle eyes of IIPMs world-class communication faculty members. The end result is a supremely confident and extremely smart personality which can speak from any public platform fearlessly.

IIPM also offers a unique Global Opportunity and Threat Analysis (GOTA) program, through which students are taken abroad for a period of 10-20 days, wherein the students get to attend lecture sessions at leading academic insti-

tutions and organisations like World Trade Organisation, United Nations, World Bank, Credit Suisse, Nestle, etc. This allows them to widen their horizon in understanding various forces of globalisation through experiential learning.

Further, under the Global Outreach Program, IIPM invites distinguished faculties from leading global institutions like Harvard, Wharton, Columbia, Chicago, Yale, London School of Economics, Oxford, Cambridge, IMD Lausanne, INSEAD, etc., to come down to India to interact with IIPM students.

The IIPM programme is today regarded as the only course with a wider coverage than MBA courses taught anywhere else in the world because of its integration with National Economic Planning and a compulsory Marketing Specialization making it the most intellectually stimulating course in India. In the light of globalization, IIPM aims to create a new generation of entrepreneurial managers, who can face with confidence emerging challenges of international markets, while remaining committed to remove massive poverty masses within a generation.



Institute Insights: Performance Points Scored on Four Key Parameter During 2011

TOPPERS IN COURSE CURRICULUM			TOPPERS IN INTELLECTUAL IMPACT			TOPPERS IN INTERNATIONAL EXPOSURE			TOPPERS IN IMAGE OF THE INSTITUTE		
Rank	Institute	Score	Rank	Institute	Score	Rank	Institute	Score	Rank	Institute	Score
Rank 1	IIM - Ahmedabad	93.89	Rank 1	IIM - Ahmedabad	93.70	Rank 1	IIPM	93.95	Rank 1	IIM - Ahmedabad	93.89
Rank 2	IIM - Kolkata	91.12	Rank 2	IIM - Kolkata	93.22	Rank 2	IIM - Ahmedabad	93.89	Rank 2	IIM - Kolkata	91.51
Rank 3	IIM - Bangalore	87.01	Rank 3	IIM - Bangalore	89.24	Rank 3	IIM - Kolkata	91.28	Rank 3	IIM - Bangalore	88.94
Rank 4	XLRI - Jamshedpur	85.17	Rank 4	IIM - Lucknow	86.73	Rank 4	IIM - Bangalore	87.43	Rank 4	XLRI - Jamshedpur	86.37
Rank 5	IIM - Lucknow	85.14	Rank 5	XLRI - Jamshedpur	86.37	Rank 5	XLRI - Jamshedpur	85.91	Rank 5	IIM - Lucknow	85.89
Rank 6	FMS - Delhi	83.44	Rank 6	FMS - Delhi	84.76	Rank 6	IIM - Lucknow	85.45	Rank 6	IIPM	83.69
Rank 7	Jamnalal Bajaj Institute of Management Studies- Mumbai	80.99	Rank 7	S P Jain Inst. Of Mgmt. & Research, -Mumbai	83.67	Rank 7	FMS - Delhi	84.56	Rank 7	FMS - Delhi	83.64
Rank 8	IMT - Ghaziabad	80.93	Rank 8	MDI - Gurgaon	83.26	Rank 8	IIFT - Delhi	82.22	Rank 8	MDI - Gurgaon	83.17
Rank 9	S P Jain Inst. Of Mgmt. & Research, Mumbai	80.90	Rank 9	IIPM	82.51	Rank 9	IMT - Ghaziabad	82.10	Rank 9	Jamnalal Bajaj Institute of Management Studies- Mumbai	82.36
Rank 10	ISB - Hyderabad	80.85	Rank 10	IMT - Ghaziabad	82.41	Rank 10	Jamnalal Bajaj Institute of Management Studies- Mumbai	81.81	Rank 10	IIFT - Delhi	82.17
Rank 11	IIPM	80.36	Rank 11	Jamnalal Bajaj Institute of Management Studies -Mumbai	82.31	Rank 11	S P Jain Inst. Of Mgmt. & Research, -Mumbai	81.51	Rank 11	IMT - Ghaziabad	82.11
Rank 12	MDI - Gurgaon	80.33	Rank 12	K J Somaiya Inst. Of Mgmt. - Mumbai	80.35	Rank 12	MDI - Gurgaon	80.70	Rank 12	S P Jain Inst. Of Mgmt. & Research, -Mumbai	80.97
Rank 13	Symbiosis Inst. Of Mgmt - Pune	79.82	Rank 13	Narsee Monji Int. of Mgmt - Mumbai	80.34	Rank 13	Fore School of Mgmt- Delhi	79.39	Rank 13	Symbiosis Inst. Of Mgmt - Pune	79.61
Rank 14	IIFT - Delhi	79.81	Rank 14	ISB - Hyderabad	80.32	Rank 14	MET Inst. Of Mgmt- Mumbai	79.24	Rank 14	Narsee Monji Int. of Mgmt - Mumbai	79.36
Rank 15	Narsee Monji Int. of Mgmt - Mumbai	79.48	Rank 15	IIFT - Delhi	80.32	Rank 15	IMI - Delhi	79.19	Rank 15	ISB - Hyderabad	78.68
Rank 16	LBSIM- Delhi	79.29	Rank 16	Symbiosis Inst. Of Mgmt - Pune	80.25	Rank 16	ISB - Hyderabad	79.07	Rank 16	Fore School of Mgmt- Delhi	78.67
Rank 17	ICFAI - Hyderabad	79.19	Rank 17	LBSIM- Delhi	79.92	Rank 17	Symbiosis Inst. Of Mgmt - Pune	79.06	Rank 17	Xaviers Inst of Mgmt. - Bhubaneswar	78.54
Rank 18	Xaviers Inst of Mgmt. - Bhubaneswar	78.93	Rank 18	MET Inst. Of Mgmt- Mumbai	79.62	Rank 18	Narsee Monji Int. of Mgmt - Mumbai	79.02	Rank 18	T.A. Pai Mgmt Inst. - Manipal	77.72
Rank 19	K J Somaiya Inst. Of Mgmt. - Mumbai	78.82	Rank 19	Fore School of Mgmt- Delhi	79.58	Rank 19	LBSIM- Delhi	78.58	Rank 19	IMI - Delhi	77.45
Rank 20	Fore School of Mgmt- Delhi	78.71	Rank 20	T.A. Pai Mgmt Inst. - Manipal	79.52	Rank 20	Xaviers Inst of Mgmt. - Bhubaneswar	78.45	Rank 20	LBSIM- Delhi	77.37