

B-SCHOOLS TO WATCH OUT FOR

A definitive guide to the best business schools all over India



Business schools in India continue to be known for the quality of students that they turn out year after year. In fact, over time, the demand for the country's B-Schools has grown by leaps and bounds, so much so that newer institutes are mushrooming ever so often in small towns as well as big cities across India.

While it is the IIMs that continue to rule the roost, it cannot be denied that other management institutes are also greatly contributing to India's managerial talent pool.

Along with the B-School rankings, the following pages cover the methodology and relevance of the Go-getter and Educationmela.com business school survey. The survey has been conducted using a number of relevant parameters.

Here then, are the findings of our survey based on voluntary participation of the institutes themselves, along with a perception-based survey of India's business schools.



In the last two decades, there has been a remarkable growth in management education due to the contribution of the private sector. Today nearly 80 per cent of management institutes fall in the private sector. Subsequently, more and more postgraduate diploma management (PGDM) institutes came to enjoy an autonomous status. Inter alia, the autonomous status are awarded with a view to encourage the role of the corporate sector in management education bringing in a highly flexible syllabus to match industrial requirements and to build strong interactions for students to be exposed to the fast changing industrial environment. This strategy has led to a win-win situation for the serious players and stakeholders. The greatest beneficiaries have been the students and industry.

This survey is relevant to candidates of management education because of the large number of new B-Schools to choose from. This can be understood from the fact that there were only 1,132 AICTE-approved B-Schools in the year 2006-07 which increased to 2,450 in the year 2012-13. This is more than a 100 per cent growth in the number of management institutes. The approved students' intake in these institutes also increased manifold and during the same period i.e. from 2006-07 to 2012-13, it increased from 94,704 to 3,85,008 resulting in an over 300 per cent growth (Please refer to the tables below). It is in this background that this survey may be useful for all stakeholders to find out India's

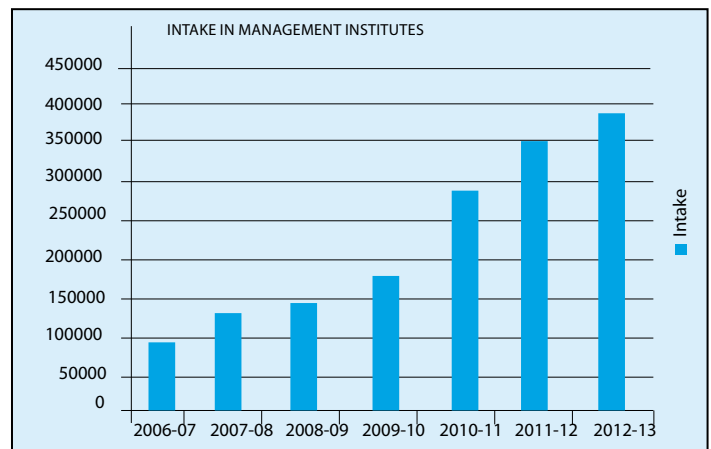
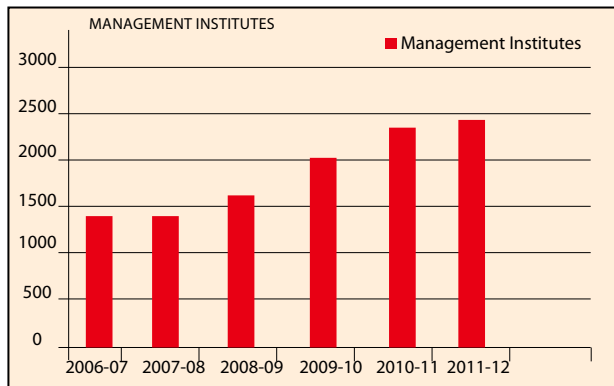


top B-Schools. It must be noted that this survey includes only those B-Schools that offer a two-year full-time management programme leading to an MBA or equivalent degree by an Indian university or a Postgraduate Diploma in Management approved by AICTE. More than 125 institutes expressed their participation interest in the survey out of which only those who provided their details as per the prescribed norms were considered for ranking.

Growth of AICTE-approved Management Institutes in the Country:

Year	Management Institutes	Students Intake in Management Institutes
2006-07	1,132	94,704
2007-08	1,149	1,21,867
2008-09	1,523	1,49,555
2009-10	1,940	1,79,561
2010-11	2,262	2,77,811
2011-12	2,385	3,52,571
2012-13	2,450	3,85,008

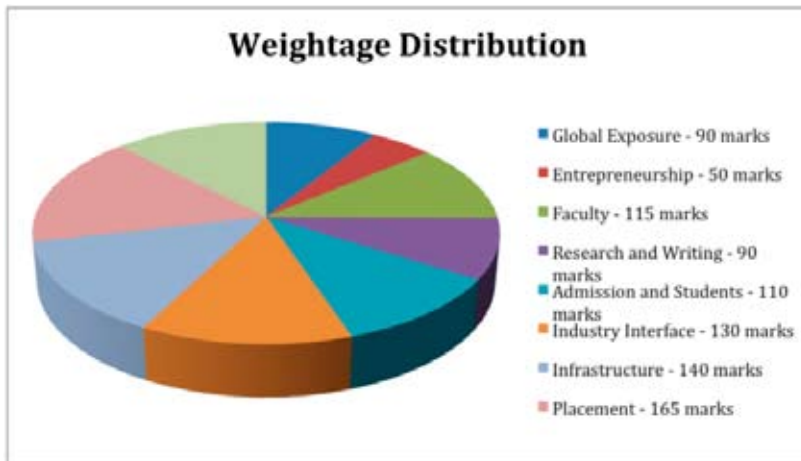
Source: AICTE Approval Process Hand Book 2013



This survey report focuses on all the relevant parameters such as Infrastructure, Industry Interface, Placement, Entrepreneurship, Global Exposure, Faculty, Research and Writing, Curriculum and Pedagogy, and so on. For the survey, the B-School institutes were provided with a self-audit participative form. The participative form had more than 200 points of response covering minute details of institutions relating to the above parameters. Every parameter was assigned different weightage (Please refer to the chart below).

The data provided by the institutes was objectively measured for the purpose of ranking. In support of the information mentioned in the self-audit form, it was made mandatory for the participating institutes to supply various supporting documents to verify the data. These documents include the admission brochure, faculty list, annual report/provisional balance sheet, book lists (photocopy of the covers), details of cases and research papers authored by existing permanent full-time faculty, list of MDPs/ seminars/workshops/corporate visitors along with copies of notices/invitations, copy of maximum placement offer, list of foreign institutes with exchange programmes (both student and faculty) with the institute along with a copy of MOUs and other relevant documents. Websites and mandatory disclosure of B-Schools were also required to crosscheck the supplied data.

The B-Schools have been ranked under SUPER-LEAGUE, A+++ , A++ , A+ , B+++ , B++ , B+ categories in alphabetical order. Each category represents a group of institutes who have scored in a range decided by experts at Educationmela.com. In each category, you will see a list of missing participating B-Schools. These institutes were ranked in the same



category last year. However, this year they did not participate in the survey. The ranking in different parameters have also been given for the top five in different categories. Wherever the scores have been the same, the rank has also been same. Therefore, there are three institutes which have shared the number seven spot in Curriculum and Pedagogy. The same rule has been applied in other parameter rankings as well.



PLACEMENT

B-Schools	Location	Rank
XLRI	Jamshedpur	1
S.P. Jain Institute of Management and Research	Mumbai	2
Indian Institute of Management	Kozhikode	3
Great Lakes Institute of Management	Kanchipuram	4
Accurate Institute of Management and Technology	Greater Noida	5
Jagannath International Management School (JIMS)	Kalkaji, New Delhi	5

After the gloomy placement scenario in 2009 due to one of the most severe global economic recessions since WWII, the placements in 2010 were marked by an average 25 to 30 per cent rise in average domestic salaries across the top-rated B-Schools. Whereas PSUs were majorly opted by graduates in 2009, the placement in 2010 showed a major shift in the sector-wise preferences. The banking and finance sector once again emerged as the major recruiters. Even the consulting firms were seen on a hiring spree in 2010. In 2011 too the finance sector continued to be a major recruiter. The major finance corporations not only recruited in bulk number but also offered international locations in the Middle East, Southeast Asia, USA and other countries. In 2012, the placement reports of high ranking B-Schools is good enough to provide adequate confidence to stakeholders. Over 75 per cent of all institutes claimed that they

have achieved 100 per cent placements. The highest salary ranges from Rs 2.5 lakh to Rs 40 lakh per annum. The average salary which should be considered more important was as high as Rs 16.48 lakh and was as low as Rs 1.20 lakh per annum. Now look at the minimum salary that was offered in B-Schools which is as high as Rs 10 lakh per annum and as low as Rs 1.20 lakh per annum. This may not be considered a very good scenario. Overseas placements are also on a rise and it was as high as USD 150,000 per annum in XLRI and IIM, Kozhikode.

It must be noticed that students are required to demonstrate competence not only to get into a prestigious B-School but also to get into their dream company. Therefore, the higher placement figure in some lesser-known B-Schools and the minimum placement figure in a few top-rated B-Schools have been really surprising.

INDUSTRY INTERFACE

B-Schools	Location	Rank
S.P. Jain Institute of Management and Research	Mumbai	1
XLRI	Jamshedpur	2
Indian Institute of Management	Kozhikode	3
SCMS-Cochin	Ernakulam, Kerala	4
Harlal Institute of Management and Technology	Greater Noida	5
Jagannath International Management School (JIMS)	Rohini, New Delhi	5
Indus Business Academy	Bangalore	5

Over the years, business schools and their programmes have embodied various innovative models that overcame many of the challenges. The focus of B-Schools is now increasing the industry interface. The good thing is that B-Schools have realised the importance of unconventional teaching methodologies and that strong industry interface is sine quo non for the same. These activities have established and augmented the relevance of management education. The industry has also started taking more interest in the serious B-Schools, even if they are new. The established B-Schools are enjoying a strong alumni association. They are very helpful in bringing more corporate resources to the institute. They are capitalising on this strength. Most of the institutes claim to have conducted Management Development Programmes (MDPs) but as a matter of fact, most of them end up just advertising their wares.

ENTREPRENEURSHIP

The focus on developing entrepreneurship in students is missing in a majority of institutions. The objective of an entrepreneurship programme is to assist in acquiring knowledge, skills and attitude for becoming a successful entrepreneur. Entrepreneurship programmes are useful only when students are provided with opportunities to network with entrepreneurs, venture capitalists and other relevant resources. It should lead to opportunities that allow students to present their business plan to potential investors so that the plan may take shape. Although 82 per cent of the institutions have conducted some sort of seminar or celebrated entrepreneurship week in association with National Entrepreneurship Network (NEN), yet for a majority of B-schools, the concept of entrepreneurship is in the stage of infancy.

GLOBAL EXPOSURE

International exposure is the key to success in today's global economic order. The focus should be on cross-cultural awareness, foreign language proficiency, understanding the world marketplaces, etc, which are very important issues. It has become rather fashionable to opt for foreign collaborations without understanding the purpose of it all. Nearly 50 per cent of the rated institutes claimed to have some sort of foreign collaborations. In actual fact, 69 per cent of the B-Schools are not giving any real global exposure neither to the faculty members nor their students. Moreover, it must be noted that it is the quality of association which matters and not the quantity. A few institutions claimed to have signed a Memorandum of Association with more than 10 foreign universities. These collaborations are useless unless faculty exchange, student exchange, sharing of curriculum and course material is put into actual practice.

B-Schools	Location	Rank
S.P. Jain Institute of Management and Research	Mumbai	1
XLRI	Jamshedpur	2
Great Lakes Institute of Management	Kanchipuram	3
School of Business Studies, Sharda University	Greater Noida	4
Jagannath International Management School (JIMS)	Kalkaji, New Delhi	5



RESEARCH AND WRITING

B-Schools	Location	Rank
Indian Institute of Management	Kozhikode	1
XLRI	Jamshedpur	2
SCMS-Cochin	Ernakulam, Kerala	3
S.P. Jain Institute of Management and Research	Mumbai	4
Noida Institute of Engineering & Technology	Greater Noida	5
Shoolini University school of Business Management	Solan, Himachal Pradesh	5

Institutions are focusing on the publication of books and papers in national and international journals, and the presentation of papers at conferences by faculty members. Faculties from most of the B-Schools are involved in this exercise. However, according to experts, it is the quantity, which is largely being produced, and not the quality. There are very few institutions and faculty members who are conducting good quality research work and publications in peer-reviewed or referred journals is very nominal in most of the institutes.

ADMISSIONS AND STUDENTS

Top-rated institutes are enjoying the trend of admitting more experienced students. It also improves the placement record of the institutes because of the lateral placements of the students. Nearly all the institutes have created lot of student cells and bodies, which help in learning and inculcating leadership qualities in students.

FACULTY

The report has basically focused on the faculty strength and the association of Head of Departments with the corporate world and foreign universities. There is a huge gap between the top-rated institutions and other institutions when it comes to consultancy services. The practice of consultancy is quite negligible in most institutions. It was observed that the faculty-to-student ratio ranged from 1:7 to 1:20. This range is huge and is a clear indicator about the strong pedagogy of the top-rated institutes. Moreover, there is also a huge gap in terms of good industry experience, which makes all the difference.



B-Schools	Location	Rank
XLRI	Jamshedpur	1
Indian Institute of Management	Kozhikode	2
Great Lakes Institutes of Management	Kanchipuram	3
Jaipuria Institute Of Management	Noida	4
SCMS-Cochin	Ernakulam, Kerala	5
Noida Institute of Engineering & Technology	Greater Noida	5
United Institute of Management	Greater Noida	5



CURRICULUM & PEDAGOGY

B-Schools	Location	Rank
XLRI	Jamshedpur	1
Indian Institute of Management	Kozhikode	2
SCMS-Cochin	Ernakulam, Kerala	3
S.P. Jain Institute of Management and Research	Mumbai	4
Great Lakes Institute of Management	Kanchipuram	5
Harlal Institute of Management and Technology	Greater Noida	5
Galgotias Business School	Greater Noida	5

B-School curriculums have been observed with dynamic characteristics, with sufficient emphasis on problem finding and problem solving across the various functional areas. Extensive research is a regular feature at the top-rated B-Schools. The impact of these researches is phenomenal. We also examined the effects of business schools on the outcomes of two most relevant and important issues – the careers of graduates and the knowledge they produce. We feel that it has got a direct relation. However, in many B-Schools this may be considered as one of the missing factors. A majority of institutes revised their curriculum in the last

two years. Most of the leading institutes revise their curriculum on a regular basis to prepare students as per the current needs of the corporate world. Most of the institutes have now opted for case study based teaching but there is a resource problem in many institutes in terms of developing good case studies. Very few institutes are practicing the involvement of students in group research projects. When it comes to the teaching module, a small number of institutes are now using simulation games in teaching and approximately 20 per cent have developed simulation games for this purpose.



INFRASTRUCTURE

B-Schools	Location	Rank
XLRI	Jamshedpur	1
S.P. Jain Institute of Management and Research	Mumbai	2
Indian Institute of Management	Kozhikode	3
Accurate Institute of Management and Technology	Greater Noida	4
Kirloskar Institute of Advance Management Studies	Davanagere	5

Infrastructure is very important as it is the basic requirement for all activities. But it's not only the infrastructure that matters but also its quality. Optimum utilisation of the infrastructure is also important. Barring a few exceptions, all institutes have Wi-Fi-enabled campus; auditoriums and sports facilities. However, the necessity to create an ambience that speaks academics is more important.



HERE, THE RANKING IS BASED ON THE PERCEPTIONS OF ASPIRING CANDIDATES FOR MANAGEMENT EDUCATION AND REPRESENTITIVES OF THE CORPORATE AND ACADEMIC WORLD.



TOP 25 B-SCHOOLS (PERCEPTION BASED)

1	Indian Institute of Management (IIM)	Ahmedabad
2	Indian Institute of Management (IIM)	Bangalore
3	Indian Institute of Management (IIM)	Kolkata
4	Xavier Labour Relations Institute (XLRI)	Jamshedpur
5	Management Development Institute (MDI)	Gurgaon
6	Indian Institute of Management (IIM)	Lucknow
7	Faculty of Management Studies (FMS)	Delhi
8	Indian Institute of Management (IIM)	Kozhikode
9	Indian Institute of Management (IIM)	Indore
10	Department of Management Studies, IIT	Delhi
11	Narsee Monjee Institute of Management Studies (NMIMS)	Mumbai
12	Jamnalal Bajaj Institute of Management Studies (JBIMS)	Mumbai
13	Institute of Chartered Financial Analysts of India (ICFAI)	Hyderabad
14	Symbiosis Institute of Business Management	Pune
15	Tata Institute of Social Sciences (TISS)	Mumbai
16	Institute of Management Technology (IMT)	Ghaziabad
17	Shailesh J Mehta School of Management	Mumbai
18	Indian Institute of Foreign Trade (IIFT)	Delhi
19	K.J. Somaiya Institute of Management & Research	Mumbai
20	Nirma Institute of Management Studies and Research	Mumbai
21	S.P. Jain Institute of Management & Research	Mumbai
22	Xavier Institute of Management	Bhubaneswar
23	FORE School of Management	Delhi
24	Institute for Financial Management & Research	Chennai
25	Great Lakes Institute of Management	Kanchipuram

*A perception-based survey was also carried out independently to get an idea about the well-known B-Schools. The perception ranking is based on a study done considering aspiring candidates for management education, and representatives of the corporate and academic world. For the perception-based ranking a separate questionnaire was prepared. It was taken into consideration that a perception-based study would be effective only for those institutes that were perceived to be of a high rank by a large number of people. The readers may ideally presume that all colleges were not part of this perception study. This is because in the perception questionnaire a list of 50 Management Colleges were mentioned for the help of respondents. However the respondents were free to include any management college of India in their responses. A list of only 25 B-Schools is being displayed here. A long list has been avoided considering the limitation of small sample size.

We present the Go-getter and Educationmela.com business school rankings. The overall ranking has been based on the following parameters: Placement, Industry Interface, Faculty, Research & Writing, Admission and Students, Infrastructure, Global Exposure, Entrepreneurship, Curriculum and Pedagogy.

CATEGORY	B-SCHOOLS	LOCATION
SUPER LEAGUE		
Super League	Great Lakes Institute of Management	Kanchipuram, Tamilnadu
Super League	Indian Institute of Management	Kozhikode
Super League	S.P. Jain Institute of Management and Research	Mumbai
Super League	SCMS-Cochin	Ernakucam, Kerala
Super League	XLRI	Jamshedpur
MISSING FROM SURVEY 2012		
Super League	Institute for Financial Management & Research	Chennai
Super League	K.J. Somaiya Institute of Management Studies and Research	Mumbai
Super League	Symbiosis Institute of Business Management	Pune
Super League	Xavier Institute of Management	Bhubaneswar
A+++ (TRIPLE PLUS)		
A+++	Accurate Institute of Management and Technology	Greater Noida
A+++	Balaji Institute of International Business	Pune
A+++	Galgotias Business School	Greater Noida
A+++	Harlal Institute of Management and Technology	Greater Noida
A+++	IBS Business School	Ahmedabad
A+++	Indus Business Academy	Bangalore
A+++	Institute of Management Education	Ghaziabad
A+++	Jagannath International Management School (JIMS)	Kalkaji, New Delhi
A+++	Jagannath International Management School (JIMS)	Rohini, New Delhi
A+++	Jaipuria Institute Of Management	Jaipur
A+++	Jaipuria Institute Of Management	Noida
A+++	Jaipuria Institute Of Management	Lucknow
A+++	Kirloskar Institute of Advance Management Studies	Davanagere, Karnataka
A+++	Noida Institute of Engineering & Technology	Greater Noida
A+++	School of Business Studies, Sharda University	Greater Noida
A+++	SCMS School of Technology and Management	Cochin
A+++	Shoolini University School of Business Management	Solan, Himachal Pradesh
A+++	United Institute of Management	Greater Noida
MISSING FROM SURVEY 2012		
A+++	Desh Bhagat Institute Of Management & Computer Sciences	Fatehgarh Sahib
A+++	Faculty of Management Studies - NMC (Shobhit University)	Meerut
A+++	Fortune Institute of International Business	New Delhi
A+++	Institute of Management Studies	Ghaziabad, Uttar Pradesh
A+++	Institute of Management Studies	Noida
A+++	NIILM Centre For Management Studies	Greater Noida
A+++	Siva Sivani Institute of Management	Secunderabad

CATEGORY	B-SCHOOLS	LOCATION
A++ (DOUBLE PLUS)		
A++	AIMIT (St. Aloysius Institute of Management & Information Technology)	Sharada Nagar
A++	D.C. SCHOOL OF MANAGEMENT & TECHNOLOGY	Iducki, Kerala
A++	Department of Business Administration & Research, SS Gajanan Maharaj College of Engineering,	Buldhana
A++	Doon Business School	Dehradun
A++	GL Bajaj Institute of Engineering & Technology	Greater Noida
A++	Institute of Advanced Management And Research	Ghaziabad
A++	Institute Of Management Studies	Dehradun
A++	Institute of Public Enterprise	Hyderabad
A++	International Institute of Management Studies	Pune
A++	M.M.Institute of Management (M M Unversity Campus)	Ambala
A++	Mangalmay Institute of Management & Technology	Greater Noida
A++	Pd. Dr D Y Patil University Department of Business Management (DYPDBM)	Thane
A++	Prestige Institute of Management	Gwalior, Madhya Pradesh
A++	Rajagiri Centre For Business Studies	Ernakulam, Kerala
A++	Regional College of Management (Autonomous)	Khurda
A++	VT B-School Veltech Dr. R.R. & Dr. S.R Technical University	Thiruvallur, Tamil Nadu
MISSING FROM SURVEY 2012		
A++	FOSTIIMA Business School	New Delhi
A++	Gandhi Institute of Management Studies	Rayagada
A++	Indian Institute of Finance (IIF)	Delhi
A++	Saintgits Institute Of Management	Kottayam, Kerala
A++	Sydenham Institute of Management Studies, Research & Entrepreneurship Education (SIMSREE)	Mumbai
A++	Symbiosis Centre for Information Technology	Pune
A++	Vishveshwarya School of Business management	Ghaziabad
A+ (PLUS)		
A+	CH Institute of Management & Commerce	Indore, Madhya Pradesh
A+	CMR Institute of Management Studies (Autonomous)	Bangalore, Karnatka
A+	GRG School of management Studies	Coimbatore, Tamil Nadu
A+	IIMT College of Management	Greater Noida
A+	Institute of Business Management & Research (IPS Academy)	Indore
A+	International School of Informatics and Management	Jaipur
A+	KLS School of Management Education & Research	Belgaum
A+	KV Institute of Management and Information Studies	Coimbatore
A+	M.S. Ramaiah Institute of Management	Banglore, Karnataka
A+	Pioneer Institute of Professional Studies	Indore
A+	Shri Bankey Bihari Institute Technology	Meerut
A+	Sri Sai Ram Institute of Management Studies	Chennai, Tamil Nadu
A+	Sterling Institute of Management Studies	Navi Mumbai, Maharashtra
A+	Vidya School of Business (Vidya Knowledge Park)	Meerut

MISSING FROM SURVEY 2012		
A+	Balaji Institute of Management and Human Resource Development (BIMHRD)	Pune
A+	Balaji Institute of Modern Management	Pune
A+	Balaji Institute of Telecom & Management	Pune
A+	Datta Meghe Institute of Management Studies	Nagpur
A+	ICBM- School of Business Excellence	Hyderabad
A+	IIMT Engineering College	Meerut
A+	Institute of Management & Research	Ghaziabad
A+	Lala Lajpatrai Institute of Management	Mumbai
A+	S.V. Institute of Management (Sarva Vidyalay Campus)	Mehsana
A+	Sambhram Academy Of Management Studies (School Of Management)	Bangalore

CATEGORY	B-SCHOOLS	LOCATION
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B+++ (TRIPLE PLUS)

B+++	Institute for Technology and Management, Bangalore	Karnataka
B+++	NIMT Institute of Management	Jaipur
B+++	NIMT Institute of Technology & Management	Ghaziabad
B+++	SSM School of Management and Computer Application	Nammakal, Tamil Nadu
B+++	Srusti Academy Of Management	Khurda
B+++	Vel Tech Ranga Sanku Arts College	Alamatiroad, Tamil Nadu
B+++	Warangal Institute of Management	Hanamkonda

MISSING FROM SURVEY 2012

B+++	Dayananda Sagar College of Management & Information Technology	Bangalore
B+++	Delhi School of Professional Studies and Research	Delhi
B+++	Dr. V.N. Bedekar Institute of Management Studies	Thane
B+++	DSMS Business School, Shahid Sukumar Banerjee Sarani	West Bengal
B+++	IIMT Management Collge	Meerut
B+++	Jaipuria Institute of Management	Gaziabad
B+++	KCT Business School (Kumaraguru College of Technology)	Coimbatore

B++(DOUBLE PLUS)

B++	Marthoma College of Management and Technology	Ernakulum
B++	Sanghvi Institute of Management and Science	Indore
B++	The Oxford College of Engineering	Bangalore
B++	Veltech Multi Tech Dr. Rangarajan Dr.Sakunthala Engineering College	Chennai
B++	Veltech High Tech Dr. Rangaarajan Dr. Sakunthala Engineering College	Thiruvallur

MISSING FROM SURVEY 2012

B++	Aurora's Business School	Hyderabad
B++	Guru Nanak Institute of Management & Technology (Gujarkhan Campus)	Ludhiana
B++	International Institute of Management Sciences	Howrah
B++	Nehru School Of Management	Trichur, Kerala
B++	VEL Rangarajan Sakunthala College of Management and Science	Thiruvallur

CATEGORY	B-SCHOOLS	LOCATION
B+(PLUS)		
B+	GNA-Institute of Management & Technology	Phagwara
B+	Institute of Business Management & Research	Gurgaon
B+	Modi Institute of Management & Technology	Kota, Rajasthan
B+	NIMT	Greater Noida
B+	NIMT Institute of Agri Business and Rural Management Management	Greater Noida
B+	NIMT Institute of Hospital Pharma Management	Greater Noida
B+	People's Institute of Management and Research	Bhopal
MISSING FROM SURVEY 2012		
B+	Acropolis Faculty of Management & Research	Indore

REGIONAL RANKING

This regional study shows that north India has a clear-cut upperhand in terms of representations. In the participative ranking, out of the top-rated colleges, 31 belong to north India, which is almost 44 per cent. South India follows closely with 24 institutes, accounting for 34 per cent of the total colleges. In the eastern

region, there are three institutes listed in the current ranking, which account for only 4 per cent. The reason for this small representation from the east is the lack of private management colleges in this region. With regards to the west, there are seven institutes listed, while central India has six participating institutes. Since it is a participative ranking, the list below includes only those institutes that have chosen to participate and who have provided supporting documents.

SOUTH

CATEGORY	B-SCHOOLS	LOCATION
Super League	Great Lakes Institute of Management	Kanchipuram, Tamil Nadu
Super League	Indian Institute of Management	Kozhikode
Super League	SCMS-Cochin	Ernakulam, Kerala
A+++	Indus Business Academy	Bangalore
A+++	Kirloskar Institute of Advance Management Studies	Davanagere, Karnatka
A+++	SCMS School of Technology and Management	Cochin
A++	AIMIT (St.Aloysius Institute of Management & Information Technology)	Sharada Nagar
A++	Institute of Public Enterprise	Hyderabad
A++	Rajagiri Centre For Business Studies,	Ernakulam, Kerala
A++	VT B-School Vel Tech Dr. R.R.& Dr. S.R Technical University	Thiruvallur, Tamil Nadu
A+	CMR Institute of Management Studies (Autonomous)	Bangalore
A+	GRG School of Management Studies	Coimbatore
A+	KLS School of Management Education & Research	Belgaum
A+	KV Institute of Management and Information Studies	Coimbatore
A+	M.S. Ramaiah Institute of Management	Banglore
A+	Sri SAIRAM Institute of Management Studies	Chennai
B+++	SSM School of Management and Computer Application	Nammakal, Tamil Nadu
B+++	Sri Sairam Institute of Management Studies	Chennai
B+++	The Oxford College of Engineering	Bangalore
B+++	Vel Tech Multi Tech Dr. Rangarajan Dr. Sakunthala Engineering College	Chennai
B++	Marthoma College of Management and Technology	Ernakulam, Kerala
B++	The Oxford College of Engineering	Bangalore
B++	Vel Tech Multi Tech Dr. Rangarajan Dr. Sakunthala Engineering College	Chennai
B++	Veltech High Tech Dr. Rangaarajan Dr. Sakunthala Engineering College	Thiruvallur, Tamil Nadu



NORTH

CATEGORY	B-SCHOOLS	LOCATION
A+++	Accurate Institute of Management and Technology	Greater Noida
A+++	Galgotias Business School	Greater Noida
A+++	Harlal Institute of Management and Technology	Greater Noida
A+++	Institute of Management Education	Ghaziabad
A+++	Jagannath International Management School (JIMS)	Kalkaji, New Delhi
A+++	Jagannath International Management School (JIMS)	Rohini, New Delhi
A+++	Jaipuria Institute Of Management	Jaipur
A+++	Jaipuria Institute Of Management	Noida
A+++	Jaipuria Institute Of Management	Lucknow
A+++	Noida Institute of Engineering & Technology	Greater Noida
A+++	School of Business Studies, Sharda University	Greater Noida
A+++	Shoolini University school of Business Management	Solan, Himachal Pradesh
A+++	United Institute of Management	Greater Noida
A++	Doon Business School	Dehradun
A++	GL Bajaj Institute of Engineering & Technology	Greater Noida
A++	Institute of Advanced Management And Research	Ghaziabad
A++	Institute Of Management Studies	Dehradun
A++	M.M. Institute of Management (M M Unversity Campus)	Ambala ,Haryana
A++	Mangalmay Institute of Management & Technology	Greater Noida
A+	IIMT College of Management	Greater Noida
A+	International School of Informatics and Management	Jaipur
A+	Shri Bankey Bihari Institute Technology	Meerut
A+	Vidya School of Business (Vidya Knowledge Park)	Meerut
B+++	NIMT Institute of Management	Jaipur
B+++	NIMT Institute of Technology & Management	Ghaziabad
B+	GNA - Institute of Management & Technology	Phagwara
B+	Institute of Business Management & Research	Gurgaon
B+	Modi Institute of Management & Technology	Kota, Rajasthan
B+	NIMT	Greater Noida
B+	NIMT Institute of Agri Business and Rural Management Management	Greater Noida
B+	NIMT Institute of Hospital Pharma Management	Greater Noida



E A S T

CATEGORY	B - SCHOOLS	LOCATION
Super League	XLRI	Jamshedpur
A++	Regional College of Management (Autonomous)	Khurda
B+++	Srusti Academy of Management	Khurda
B+	Modi Institute of Management & Technology	Kota, Rajasthan

W E S T

CATEGORY	B - SCHOOLS	LOCATION
Super League	S.P. Jain Institute of Management and Research	Mumbai
A+++	Balaji Institute of International Business	Pune
A+++	IBS Business School	Ahmedabad
A++	Department of Business Administration & Research, SS Gajanan Maharaj College of Engineering	Buldhana
A++	International Institute of Management Studies	Pune
A++	Pd. Dr D Y Patil University Department of Business Management (DYPDBM)	Thane
A+	Sterling Institute of Management Studies	Navi Mumbai, Maharashtra

C E N T R A L

CATEGORY	B - SCHOOLS	LOCATION
A++	Prestige Institute of Management	Gwalior, Madhya Pradesh
A+	CH Institute of Management & Commerce	Indore, Madhya Pradesh
A+	Institute of Business Management & Research, IPS Academy	Indore
A+	Pioneer Institute of Professional Studies	Indore
B++	Sanghvi Institute of Management and Science	Indore

B-School Basics

What to look out for when you choose a business school By Prof. Mohammad Ehtesham

The success of B-Schools in India can largely be attributed to various factors such as the need for qualified professionals. It is widely proclaimed that the 21st century belongs to India who will soon emerge as the next super power. Thus, India – the 4th largest economy of the world – needs highly qualified managers. The business environment is in a constant flux, and it's a must for companies to hire professionals to deal with new challenges. This is the role that Indian business schools play. But the mushrooming of umpteen management institutes has made it difficult to narrow down on a single one.

Having a management degree is related to various measures of career success such as salary. Secondly, whatever is taught in business school helps to prepare for the business world. Before choosing a B-School, these two parameters should be carefully examined. Largely, these parameters are considered at an appropriate level in the case of management institutes who are widely considered as the 'big daddies' of B-Schools such as IIM-A, IIM-B, IIM-C, FMS-Delhi and other top-rated B-Schools because of their face value.

Besides these big names, it can be difficult to choose from other management institutes – that do not fall in this category – that will ensure a successful career with a high level of competency and skill development.

It is a big challenge to verify the legitimacy of many a tall claim made by these B-Schools. It becomes even more difficult when there is no sound means to verify these claims.

Here are some suggestions to follow when choosing a B-School:

- Verify the placement track record by talking to existing students. (Caution: It has been noticed that few B-Schools have involved their own students in the admission cell. Sometimes, they may misguide you.)
- See how old the institute is and what its alumni status is.
- Remember a B-School is not just a study



centre where you will be taught management principles. Rather, it should be a process of activity-based learning. The process involves various teaching methodologies such as case studies, presentations, role-play, management simulation games, management quizzes, etc. Inquire as to what extent these teaching methodologies are being practiced besides textbook learning.

- Industry interface is yet another important aspect. The existence of B-Schools is to basically cater to the industry. Inquire about the level of association of the industry at the B-School in question. Find out if corporate and consultancy projects are practiced by the faculty members, and if the students are also closely involved in these projects.
- Find out if the curriculum is regularly revised, and to what extent experts and industry representatives are involved in the revision. Curriculum taught in business schools is updated and changed to incorporate new knowledge on a regular basis to ensure appropriate competency levels and to inculcate better job skills in the corporate world.
- International exchange programmes are helpful only if they are for a reasonable duration. After all, a trip of one week is not enough to

learn anything.

- It is said that the faculty is the most important aspect of a B-School. Check the faculty-student ratio. As per AICTE norms, it should be a minimum of 1:15. However, in top-rated B-Schools, it is much better than this. Find out the qualification, experience and industry background, and the kind of research papers that are being published by these faculty members.
- Do not choose a B-School only because friends or relatives suggest it. Besides, you should not try to decide merely based on rankings, ratings and awards achieved by a B-School.

It is an undisputed fact that only getting a higher grade in a management programme will not be helpful and one must join a management school where the emphasis is more on activity-based learning. Grades are certainly not a perfect measure of subject matter mastery. The increasing relevance of this activity-based management learning also gets support from the fact that many of the companies started relatively short, three-week management training programmes. In these, "new hires" learned the basics of business from professional trainers associated with the B schools.

It has been observed that six or seven years later, those who had graduated from business school had higher earnings than those who did not have a management degree. The graduates of the more prestigious programmes tend to enjoy more benefits due to the positive perceptions of B-School. Yet, the trend is changing and an increase in the hiring pattern from the newly established B-School has been noticed. Now what is being assessed by the corporate world is the quality of the students rather than the name of the B-School from which they studied at.

(The writer of this article is the director of Planning & Development, Harlal Institute of Management and Technology, Greater Noida. The writer may be contacted on his email md.ehtesham@hotmail.com. The views and opinions expressed in this article are those of the writer and do not necessarily reflect the opinion of Go-getter.)