

indian management

The Journal of
AIMA
ALL INDIA MANAGEMENT ASSOCIATION

DECEMBER 2016

VOLUME 55 ISSUE 12 PAGES 108

₹100

A SPENTA MULTIMEDIA PUBLICATION

DR JAGDISH SHETH ♦

MORGEN WITZEL ♦

SANDEEP KAPUR ♦

NARASIMHA RAO ♦

DR ABHISHEK NIRJAR ♦

SPENTA MULTIMEDIA-MaRS
SURVEY OF INDIAN BSCHOOLS 2016

REFORMING BSCHOOL EDUCATION



How we rated India's full-time MBA programmes

Spenta Multimedia Private Limited, in association with MaRS Monitoring and Research Systems, conducted a bschool survey between June and July 2016, wherein participation of 800 bschools in India was sought. Only schools that have completed three years qualified for the survey.

A unique feature of this survey is that in addition to the responses from bschools, inputs from 100 HR managers—responsible for bschool recruitments in their respective organisations—from across the country were gathered. They represented a wide spectrum of industry verticals including pharma, consulting, IT, and media.

Information from both sets of respondents—the bschools as well as HR managers—was collected with respect to input value, value added, learning ambience, and brand value.

Data received from the bschool rating forms was analysed to arrive at scores on each of the following criteria:

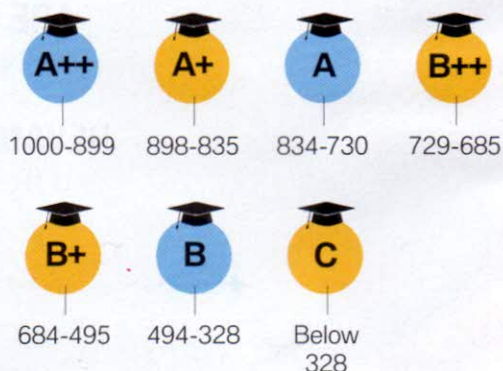
- Input value: exam taken to gain entry, student profile
- Value added: faculty credentials, foreign exchange programmes, faculty-student ratio, industry-student interaction
- Learning ambience: campus size and facilities, technology, and other infrastructure
- Brand value: recruiter profile, percentage of students placed, average salary drawn, maximum salary drawn

The HR managers' preference was obtained in the following manner:

- On each criterion, the HR manager was asked to name the top school. That school was given a score of 100, and this was intimated to the respondent

- The respondent was then asked to rate the other schools in the list
 - Scores were thus obtained for all the schools the HR manager could rate
 - Average score for a school on the criteria was then calculated by giving equal weightage to each response by the different respondents
- The total score for a school was calculated by providing separate weightage to each of the four criteria. During the course of the survey, HR managers also shared their opinion on how much weightage should be given to each criterion:
- Input value (quality of students the bschool attracts): 35
 - Value added (academic and other value imparted to students): 35
 - Learning ambience (learning atmosphere the institute provides, besides intellectual and empirical value addition): 15
 - Brand value (the intangible criterion that results in tangible value placed by recruiters on students): 15

On the basis of the final score, colleges were given grades ranging from A++ to C.



For those colleges who did not fill in the form, inputs gathered from HR managers alone were used as basis for the rating.

How we rated India's popular MDP programmes

As many as 100 select bschools in India were considered for the survey of Management Development Programmes (MDPs), which was conducted between June and July 2016. The respondent segments included bschools as well as HR managers.

The bschools were sent an MDP rating form which had to be sent back to the rating agency within 45 days of receiving it. The list of 100 bschools was drawn up on the basis of inputs from twenty HR managers.

As many as fifty HR managers across the country were asked to rate their most preferred bschools with respect to MDP. All of them were from blue chip companies, and responsible for identifying suitable candidates for these programmes. Most of these companies were those who regularly sent their employees for MDPs. In a few cases, CMOs or CFOs were interviewed since they took decisions in this regard.

Information was collected from both sets of respondents with regard to the following criteria.

- Marketing MDPs
- Finance MDPs
- Value for money the MDP programmes deliver

We collated information on the various MDP courses conducted by the bschools, on the basis of the rating form. For the final rating, we selected only information pertaining to marketing, finance, and cost of the programmes.

The HR managers' opinion was gathered in the following manner:

- They were asked to rate MDP programmes only of schools they were aware of.
- They rated the marketing programmes on a

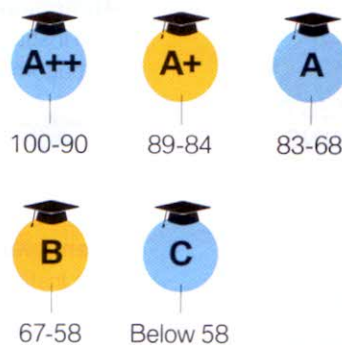
scale of 100, finance programmes on 100, and value for money of the programmes on 100.

- Average score for a school, on the criteria, was worked out by giving equal weightage to each response on it, by the respondents.

The total score of a school was calculated by providing separate weightage to each of the three criteria. During the course of rating, the HR managers also shared their opinion on how much weightage should be given for each criterion.

- Marketing: 40
- Finance: 40
- Value for money: 20

The final score of colleges was arrived at by adding up these. On the basis of the final score, they were given grades ranging from A++ to C. For every grade, there was a certain cut-off score.



For those bschools who did not fill in the forms, inputs gathered from HR managers were used as a basis for rating the MDP.

Spenta Multimedia-MaRS

Survey of Indian bschools 2016

A++

GRADING

**EAST
ZONE**

Jamshedpur
Xavier Labour
Relations Institute

Kolkata
Indian Institute of
Management

**WEST
ZONE**

Ahmedabad
Indian Institute of
Management

Mumbai
Jamnalal Bajaj Institute of
Management Studies

Mumbai
S.P. Jain Institute of
Management and Research

**SOUTH
ZONE**

Bengaluru
Indian Institute of
Management

Hyderabad
Indian School of Business

Kozhikode
Indian Institute of
Management

**NORTH
ZONE**

Lucknow
Indian Institute of
Management

A+

**EAST
ZONE**


Bhubaneswar
Xavier Institute of
Management

**WEST
ZONE**


Mumbai
National Institute
of Industrial
Engineering
◆
Narsee Monjee
Institute of
Management
Studies

**SOUTH
ZONE**


Manipal
T.A. Pai
Management
Institute

**NORTH
ZONE**


Delhi
Indian Institute of
Foreign Trade
◆
Faculty of
Management Studies,
University of Delhi

**CENTRAL
ZONE**


Indore
Indian Institute of
Management

Gurgaon
Management
Development Institute

Ghaziabad
Institute of
Management
Technology

A


**WEST
ZONE**


Goa
Goa Institute of Management

**SOUTH
ZONE**


Chennai
Great Lakes Institute of
Management

**NORTH
ZONE**


Delhi
Department of Management
Studies, Indian Institute of
Technology

Pune
Symbiosis Institute of
Management Studies
◆
Symbiosis Centre for
Management

B++

**WEST
ZONE**



Ahmedabad
Nirma Institute of
Management

Anand
Institute of Rural
Management Anand

**SOUTH
ZONE**



Bengaluru
Christ University
(Institute of Management)

**NORTH
ZONE**



Delhi
International
Management Institute

B+

**EAST
ZONE**



Kharagpur
Vinod Gupta School
of Management,
IIT Kharagpur

**WEST
ZONE**



Mumbai
Sydenham Institute of
Management Studies
and Research

◆
Shailesh J.
Mehta School of
Management,
IIT Mumbai

◆
K.J. Somaiya Institute
of Management
Studies and
Research

◆
Welingkar Institute
of Management
Development and
Research

◆
MET

**SOUTH
ZONE**



Chennai
Loyola Institute
of Business
Administration
◆
Department of
Management
Studies, IIT Madras

Coimbatore
PSG Institute of
Management

Hyderabad
ICFAI Business
School

**NORTH
ZONE**



Noida
Birla Institute of
Management
Technology
◆
Amity International
Business School

Varanasi
Faculty of
Management
Studies, BHU

B

**EAST
ZONE**



Kolkata
Indian Institute
of Social Welfare
and Business
Management

**WEST
ZONE**



Mumbai
Lala Lajpatrai
Institute of
Management
◆
DY Patil University
School of
Management
◆
Aditya Institute
of Management
Studies and
Research

Nashik
Symbiosis Institute
of Operations
Management

Pune
Balaji Institute of
Management
and HRD
◆
MIT School of
Management
◆
Balaji Institute
of International
Business

**SOUTH
ZONE**



Bengaluru
Institute for
Technology and
Management

Kochi
Rajagiri Centre for
Business Studies
◆
SCMS Cochin
School of Business

Vellore
VIT Business
School
(VIT University)

**NORTH
ZONE**



Delhi
Fore School of
Management
◆
Jagan Institute
of Management
Studies

Greater Noida
Indian Institute of
Finance

**CENTRAL
ZONE**



Indore
Prestige Institute of
Management and
Research

**EAST
ZONE**

Bhubaneswar
Asian School
of Business
Management

Kolkata
Heritage
Business
School

**WEST
ZONE**

Baroda
Faculty of
Management
Studies, The
Maharaja
Sayajirao
University of
Baroda

Pune
MIT School of
Business
♦
Dr DY Patil
Institute of
Management
and Research

♦
Vaikunth
Mehta
National
Institute of
Cooperative
Management

♦
Kirkoskar
Institute of
Advanced
Management
Studies

**SOUTH
ZONE**

Bengaluru
MS Ramaiah Institute of
Management

Chennai
Sairam Institute of
Management Studies
♦
MEASI Institute of
Management

Coimbatore
KCT Business School
♦
Coimbatore Institute
of Management and
Technology

♦
Sri Krishna College
of Engineering and
Technology, School of
Management

Hyderabad
Institute of Public
Enterprise

Kattankulathur
SRM School of
Management

Komarapalayam
SSM School of
Management and
Computer Application

Mysuru
Shri Dharmasthala
Manjunatheshwara
Institute for Management
Development

Thrissur
Nehru School of
Management

Tiruchirappalli
St Joseph's Institute of
Management

Warangal
Warangal Institute of
Management

**NORTH
ZONE**

Dehradun
Doon
Business
School

**Greater
Noida**
IIMT
College of
Engineering,
Department of
Management

Gurgaon
JK Business
School

**CENTRAL
ZONE**

Indore
IPS Academy-
Institute of
Business
Management
and Research

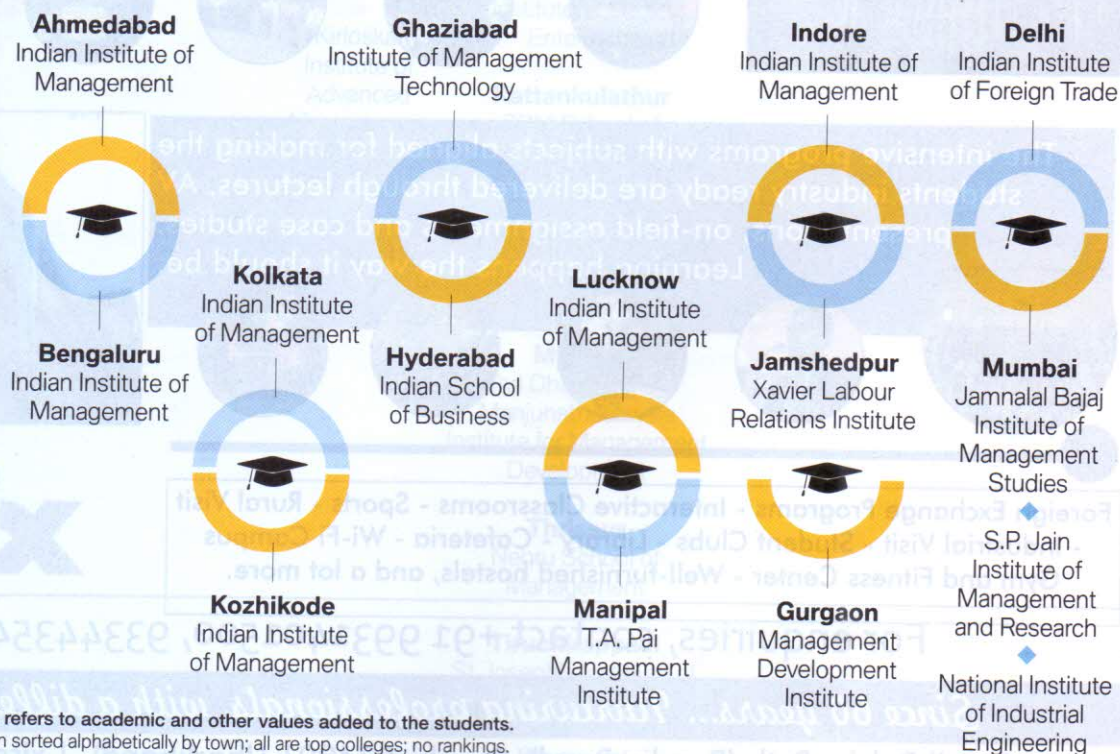
C

**Top
bschools
by Input
Value**



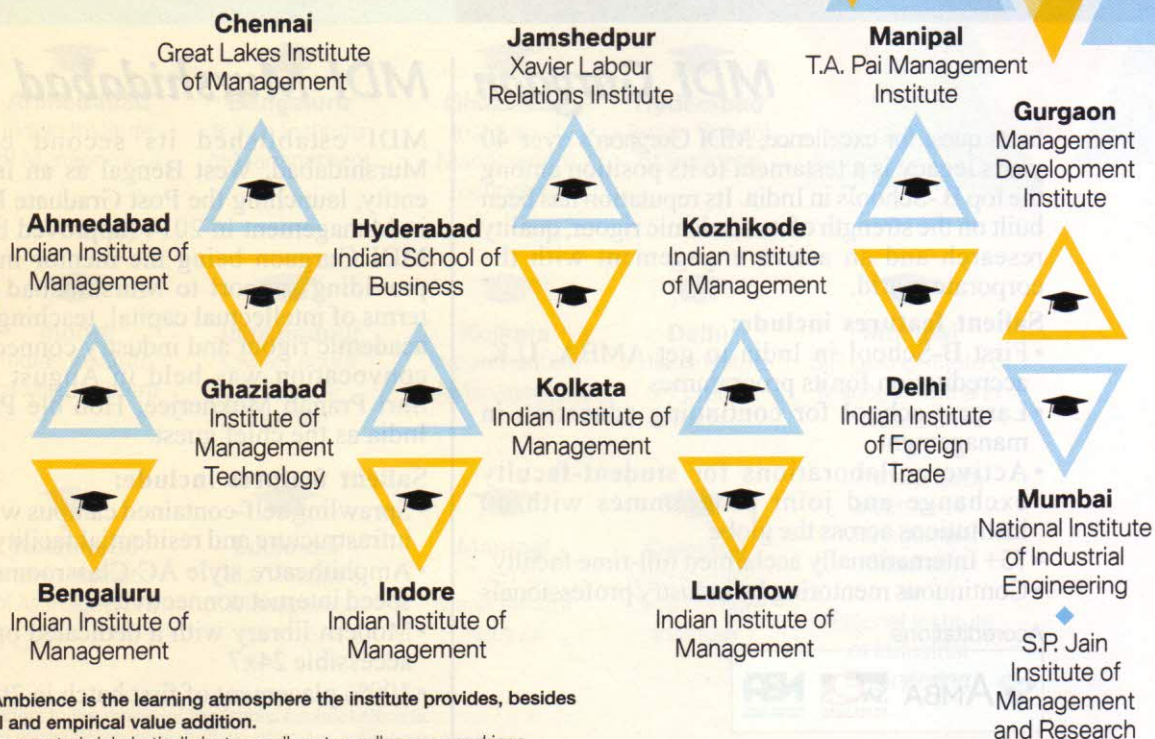
Input Value refers to the quality of students a school attracts.
Data has been sorted alphabetically by town; all are top colleges; no rankings.

**Top
bschools
by Value
Added**

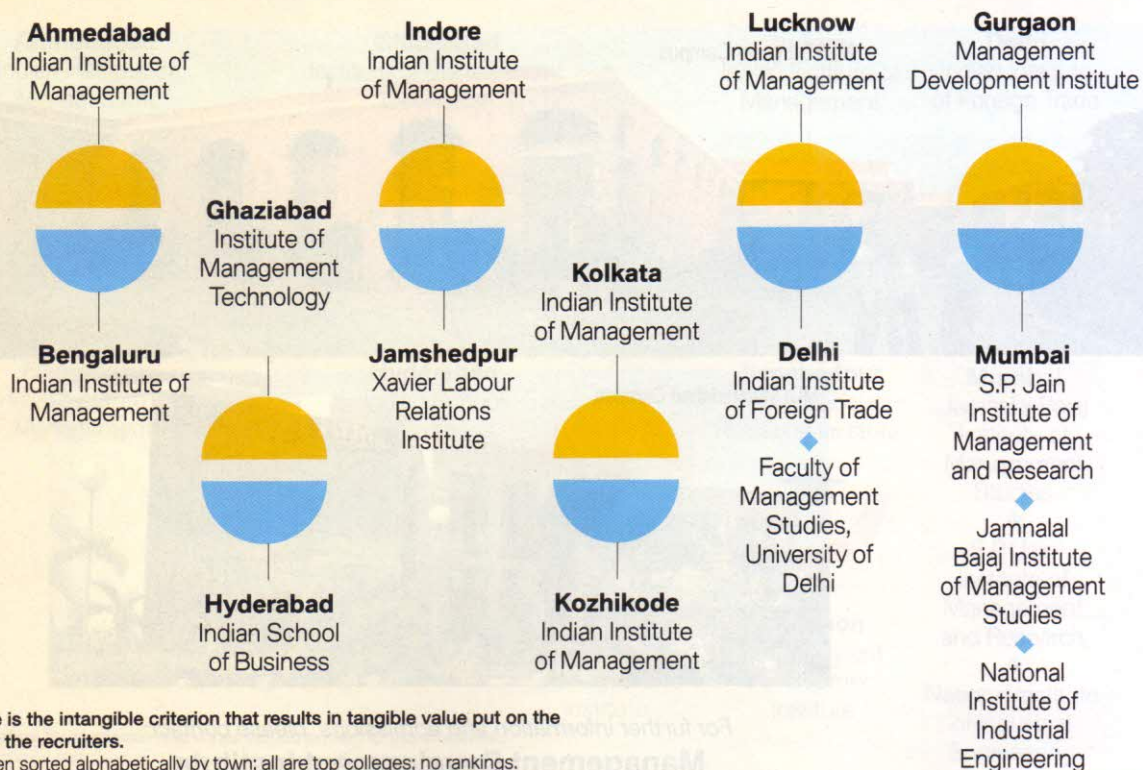


Value Added refers to academic and other values added to the students.
Data has been sorted alphabetically by town; all are top colleges; no rankings.

**Top
bschools
by Learning
Ambience**



**Top
bschools
by Brand
Value**



Top bschools in Marketing


Ahmedabad
Indian Institute
of Management


Indore
Indian Institute
of Management


Kozhikode
Indian Institute
of Management


Bengaluru
Indian Institute
of Management


Jamshedpur
Xavier Labour
Relations
Institute


Lucknow
Indian Institute
of Management


Delhi
Faculty of
Management
Studies,
University of Delhi



Mumbai
Jamnalal Bajaj
Institute of
Management
Studies


Hyderabad
Indian School
of Business


Kolkata
Indian Institute
of Management


Manipal
T.A. Pai
Management
Institute


Gurgaon
Management
Development
Institute


S.P. Jain
Institute of
Management
and Research

Data has been sorted alphabetically by town; all are top colleges; no rankings.

Top bschools in Finance

Ahmedabad
Indian Institute of
Management



Bengaluru
Indian Institute of
Management

Hyderabad
Indian School of
Business



Indore
Indian Institute
of Management

Jamshedpur
Xavier Labour
Relations Institute



Kolkata
Indian Institute
of Management

Gurgaon
Management
Development Institute



Kozhikode
Indian Institute
of Management



Lucknow
Indian Institute
of Management

Delhi
Indian Institute of
Foreign Trade
Faculty of
Management Studies,
University of Delhi

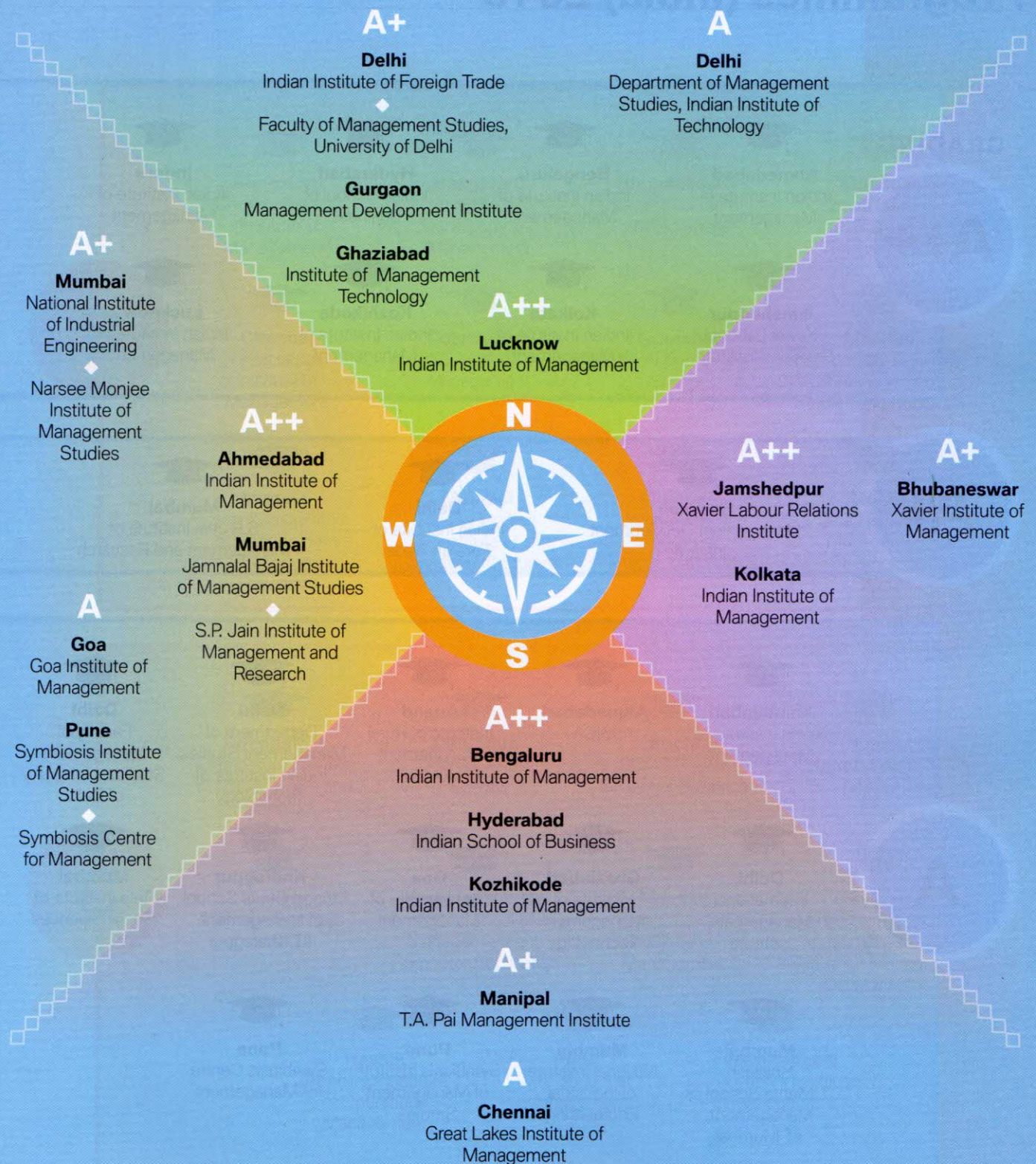


Mumbai
Jamnalal Bajaj
Institute of
Management Studies

S.P. Jain Institute of
Management and
Research

Data has been sorted alphabetically by town; all are top colleges; no rankings.

Top bschools by Zones



Spenta Multimedia-MaRS

Survey of Management Development Programmes (India) 2016

GRADING

A++



Ahmedabad
Indian Institute of Management



Bengaluru
Indian Institute of Management



Hyderabad
Indian School of Business



Indore
Indian Institute of Management



Jamshedpur
Xavier Labour Relations Institute



Kolkata
Indian Institute of Management



Kozhikode
Indian Institute of Management



Lucknow
Indian Institute of Management

A+



Gurgaon
Management Development Institute



Delhi
Indian Institute of Foreign Trade



Mumbai
S.P. Jain Institute of Management and Research

A



Ahmedabad
Nirma Institute of Management



Ahmedabad
MICA



Anand
Institute of Rural Management Anand



Delhi
Department of Management Studies, Indian Institute of Technology



Delhi
Faculty of Management Studies, University of Delhi



Delhi
International Management Institute



Ghaziabad
Institute of Management Technology



Goa
Goa Institute of Management



Kharagpur
Vinod Gupta School of Management, IIT Kharagpur



Mumbai
Tata Institute of Social Sciences



Mumbai
Shailesh J. Mehta School of Management, IIT Mumbai



Mumbai
National Institute of Industrial Engineering



Pune
Symbiosis Institute of Management Studies



Pune
Symbiosis Centre for Management

B



Bengaluru
Christ University
(Institute of
Management)



Bengaluru
Institute for
Technology and
Management



Bhubaneswar
Xavier Institute of
Management



Chennai
Loyola Institute
of Business
Administration



Chennai
Great Lakes
Institute of
Management



Coimbatore
PSG Institute of
Management



Hyderabad
ICFAI Business
School



Mumbai
K.J. Somaiya Institute
of Management
Studies and Research



Mumbai
Sydenham Institute
of Management
Studies and
Research



Mumbai
Narsee Monjee
Institute of
Management Studies



Mumbai
Jamnalal Bajaj
Institute of
Management Studies



Noida
Birla Institute of
Management
Technology

C



Coimbatore
Coimbatore Institute
of Management and
Technology



Dehradun
Doon Business
School



Kochi
SCMS Cochin
School of Business



Kochi
Rajagiri Centre for
Business Studies



Kolkata
Heritage Business
School



Komarapalayam
SSM School of
Management and
Computer Application



Mumbai
Lala Lajpatrai
Institute of
Management



Mysuru
Shri Dharmasthala
Manjunatheshwara
Institute for Management
Development



Nashik
Symbiosis Institute
of Operations
Management



Pune
MIT School of
Management



Tiruchirappalli
St. Joseph's Institute
of Management