

B School Survey 2011

Leading Private MBA Institutes Creating Tech-Savvy Managers



The Leading 50 Privately-run Management Colleges Of India

The initiative aims to showcase the institutes that churn out managers with a bent towards technology.

The *Electronics For You* team is pleased to publish, for the second consecutive year, the results of the survey conducted by it to identify and recognise those privately-run institutions that are not only attracting a large number of students to their business management programmes but also focusing on the creation of tech-savvy managers.

We published the first such survey report in March 2010 edition of *'Electronics For You.'*

Why the survey?

For over four decades now, EFY has been focusing on its mission to accelerate the 'development' and 'deployment' of technology in India. In line with the same objective, EFY identified an area where it could contribute and play a role in highlighting the level of professional education in India. Like our last year's survey report, this year too the goals of conducting this survey have remained the same. The survey aims to recognise those business schools that are striving for excellence and working towards creating tech-savvy management professionals. Besides, it attempts to make India's future generation of engineering professionals aware of the good business schools that they can opt for, to pursue management courses.

For whom is this study relevant?

We believe that this report featuring India's leading 50 privately-run MBA institutes will be able to address the two key problem areas that seek a quick solution. First, with MBA institutions coming up all over India, aspiring students get confused while choosing the 'right' institution. This challenge gets more complex when one has to choose from hundreds of 'private' business colleges. Second, recruiters at technology firms

are also on the lookout for institutions that produce talent that meets their requirements. While the leading institutions like the IIMs are known to all, things get confusing when the recruiters have to access talent from private colleges. This survey will help in addressing both these challenges.

What's new?

Unlike last year, when we roped in a market research agency to conduct the survey and share the findings with us, this year the entire survey has been done by the editorial team of *Electronics For You* magazine. The methodology adopted was as follows: Letters to over 1000 privately-run MBA colleges were sent to invite participation in the survey. More than 400 institutes expressed interest for participation in the survey to whom a digital survey form was sent out, seeking the required information and documents to validate the claims and figures shared. To ensure that there is no trace of any bias in the published list, this survey was kept open to all privately-run business colleges without any participation fee.

The methodology

Once the details were received, the evaluation process began. This involved a lot of data crunching. First, we plotted the data based on various parameters, such as applications received for the flagship programme, statistics related to the percentage of students placed on the campus and average per annum salary offered to students in the given year and so on.

Based on the two-fold goal of the initiative, weightage was assigned to each of the parameters and the final list of 50 leading colleges was derived using a percentile method used in statistical computing. Apart from arriving at this

list, we have also included lists of top 10 colleges for each of the key parameters, like technology infrastructure, faculty, industry placements, etc. Absolutely objective practices were followed to arrive at this list of the leading colleges.

Whether or not to go by the survey?

Since the survey is based on a few parameters that were relevant for this study, the list of the leading 50 participating institutions only reflects their respective standing based on this pre-decided criteria, which aimed at showcasing those management colleges that are focusing on creating tech-savvy managers. Besides, not all privately-run colleges participated in the study; mostly because they could not send the required data, supported by the relevant documents, within the stipulated time frame. Indeed, the nomination form was quite elaborate and sought exhaustive details. But we couldn't have compromised on this aspect as the study demanded a comprehensive questionnaire.

So, the survey can be taken as an indicative list that attempts to give an idea of the leaders amongst those institutions that participated in the survey, and not as an absolute criterion to judge the standing of an institution.

In a nutshell

We are hopeful that our initiative will succeed in helping our readers (which also include heads of technology companies) recruit better tech-savvy managers and also motivate MBA institutes at large to augment focus on enhancing their technology infrastructure. The study is also likely to give a fair idea to the MBA aspirants, especially from the technology background, to make an informed choice of institute for pursuing their MBA degree. ■

The Leading 50 Privately-run MBA Institutes

S. No.	Name of Institute (Alphabetically Arranged)	City
1	Acharya's Bangalore Business School	Bengaluru
2	Advanced Management College	Bengaluru
3	APIIT Business School	Panipat
4	Department Of Business Management, Pd. Dr D.Y. Patil University	Navi Mumbai
5	Dr C.V. Raman Institute Of Science & Technology	Bilaspur, Chhattisgarh
6	Fortune Institute Of International Business	New Delhi
7	G L Bajaj Institute Of Management	Noida
8	Galgotias Business School	Greater Noida
9	Global Business School	Hubli
10	Goa Institute Of Management	Goa
11	IFIM Business School	Bengaluru
12	Indian Business School	Kolkata
13	Institute For Financial Management & Research	Chennai
14	Institute Of Advanced Management & Research	Ghaziabad
15	Institute Of Business Management & Research, IPS Academy	Indore
16	Institute Of Engineering & Management	Kolkata
17	Institute Of Management & Computer Studies	Mumbai
18	Institute Of Management Studies	Noida
19	Institute Of Management Studies, Career Development & Research	Ahmednagar
20	Institute Of Management, Nirma University	Ahmedabad
21	Institute Of Technology & Science	Ghaziabad
22	International School Of Informatics & Management	Jaipur
23	Invertis Institute Of Management Studies	Bareilly
24	ITS Institute Of Management	Greater Noida
25	J.J. College Of Engineering & Technology	Tiruchirapalli
26	Jaipuria Institute Of Management	Noida
27	K.J. Somaiya Institute Of Management Studies & Research	Mumbai
28	K.R. Mangalam Institutions Of Higher Education	New Delhi
29	KIET School Of Management	Ghaziabad
30	KIIT School Of Management	Bhubaneshwar
31	Management Education & Research Institute	New Delhi
32	Mangalmai Institute Of Management & Technology	Greater Noida
33	Manipal Institute Of Management	Karnataka
34	MM Institute Of Management	Haryana
35	PES Institute Of Technology	Bengaluru
36	Prestige Institute Of Management & Research	Madhya Pradesh
37	PSG Institute Of Management	Coimbatore
38	Rajagiri Centre For Business Studies	Kochi
39	School Of Communication & Management Studies	Kochi
40	Sona School Of Management	Salem
41	Srusti Academy Of Management	Bhubaneshwar
42	Sun Institute Of Management	Udaipur
43	Symbiosis Centre For Information Technology	Pune
44	T John College	Karnataka
45	T. A. PAI Management Institute	Manipal
46	Tecnia Institute Of Advanced Studies	New Delhi
47	Warangal Institute Of Management	Warangal
48	Welingkar Institute Of Management Development & Research	Mumbai
49	Xavier Institute Of Management	Bhubaneshwar
50	XLRI	Jamshedpur

TOP 10: General

Institutes ranked on the basis of number of batches graduated since inception, nature of entrance test, AICTE approval, number of applications received for the flagship programme in the academic year 2009-2010

Ranking

- | | | | |
|---|---|----|--|
| 1 | XLRI | 6 | G L Bajaj Institute Of Management |
| 2 | Indian Business School | 7 | Welingkar Institute Of Management Development & Research |
| 3 | Xavier Institute Of Management | 8 | T. A. Pai Management Institute |
| 4 | Galgotias Business School | 9 | Management Education & Research Institute |
| 5 | Prestige Institute Of Management & Research | 10 | PSG Institute Of Management |

TOP 10: Technology Infrastructure

Institutes ranked on the basis of their technology leverage—number of computers in the computer lab, wireless connectivity in the campus, Internet usage pattern and number of computers made available to students

Ranking

- | | | | |
|---|--|----|-----------------------------------|
| 1 | XLRI | 6 | Institute Of Technology & Science |
| 2 | Welingkar Institute Of Management Development & Research | 7 | IFIM Business School |
| 3 | Xavier Institute Of Management | 8 | T. A. PAI Management Institute |
| 4 | International School Of Informatics & Management | 9 | MM Institute Of Management |
| 5 | School Of Communication & Management Studies | 10 | APIIT Business School |

TOP 10: Placements

Institutes ranked on the basis of percentage of successful placements, average salary and maximum salary offered

Ranking

- | | | | |
|---|---|----|---|
| 1 | Welingkar Institute Of Management Development & Research | 5 | Institute Of Management Studies |
| 2 | Department Of Business Management, Pd. Dr D.Y. Patil University | 6 | IFIM Business School |
| 3 | Institute Of Technology & Science | 7 | K.J. Somaiya Institute Of Management Studies & Research |
| 4 | XLRI | 8 | Jaipuria Institute Of Management |
| | | 9 | Xavier Institute Of Management |
| | | 10 | PES Institute Of Technology |

TOP 10: Faculty

Institutes ranked on the basis of the number of permanent and visiting faculty, educational qualification and experience of the faculty members

Ranking

- | | | | |
|---|--|----|---|
| 1 | Welingkar Institute Of Management Development & Research | 6 | IFIM Business School |
| 2 | Xavier Institute Of Management | 7 | MM Institute Of Management |
| 3 | XLRI | 8 | Symbiosis Centre For Information Technology |
| 4 | K.J. Somaiya Institute Of Management Studies & Research | 9 | Department Of Business Management, Pd. Dr D.Y. Patil University |
| 5 | Institute Of Management, Nirma University | 10 | Sona School Of Management |

TOP 10: Industry Collaboration

Institutes ranked on the basis of the number of industry-sponsored research projects and events, visitors from industry and entrepreneur-building initiatives

Ranking

- | | | | |
|---|--|----|---|
| 1 | International School Of Informatics & Management | 6 | Xavier Institute Of Management |
| 2 | School Of Communication & Management Studies | 7 | Management Education & Research Institute |
| 3 | Welingkar Institute Of Management Development & Research | 8 | Institute Of Management, Nirma University |
| 4 | T. A. PAI Management Institute | 9 | Tecnia Institute Of Advanced Studies |
| 5 | XLRI | 10 | K.J. Somaiya Institute Of Management Studies & Research |

TOP 10: Exchange Programme

Institutes ranked on the basis of student and faculty exchange programmes undertaken in the year 2009-2010

Ranking

- | | | | |
|---|--|----|---|
| 1 | Welingkar Institute Of Management Development & Research | 6 | Xavier Institute Of Management |
| 2 | Institute Of Management Studies | 7 | Management Education & Research Institute |
| 3 | PSG Institute Of Management | 8 | K.J. Somaiya Institute Of Management Studies & Research |
| 4 | XLRI | 9 | Jaipuria Institute Of Management |
| 5 | MM Institute Of Management | 10 | Rajagiri Centre For Business Studies |