

44 HARYANA: ENTER MR PERFECTION
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WIN A PUNTO CAR
AND MORE... **30**

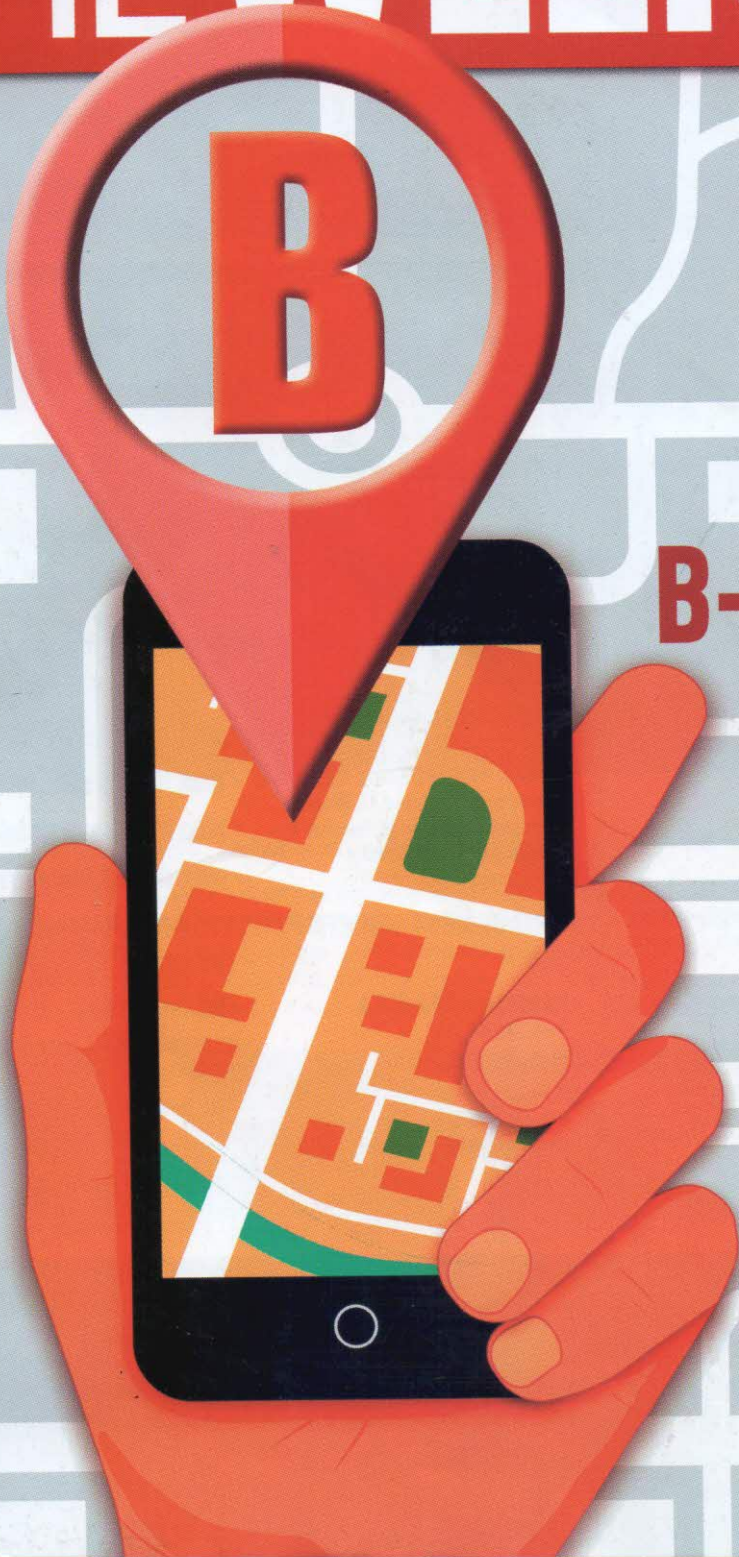


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THE WEEK

TRENDS
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BEST B-SCHOOLS IN INDIA

THE WEEK-HANSA
RESEARCH SURVEY

- ◆ Industry's growing influence on curriculum
- ◆ International tie-ups: the new norm
- ◆ Innovation & entrepreneurship set students apart



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COVER STORY

The trip was supposed to be leisurely; a break from studies and the campus. But Prassana Sinarkar and his classmates left the Tumkur hamlet they visited with a renewed perspective on creating opportunities, something they would not have got from the classroom or textbooks. “We met this lawyer-turned-pomegranate farmer who had introduced new technologies in pomegranate farming that helped him make ₹6 crore in a year from three acres,” says Sinarkar, a management student at WeSchool, Bengaluru. “He even had created applications that would check power supply and track the growth of pomegranates.”

So what was the bigger lesson that he learned? “We are the second largest agriculture market; it made me realise the potential of this market,” says Sinarkar.

It is no news that B-school students look at the world as their learning ground. But now even the B-schools are offering more than classroom education. Industry has become a part of academics, and new experiences, rigorous thinking and collaboration with the outside world are the new norms. Take, for instance, the case of Ali Abbas Kapadia. In 2012, he participated in Godrej Loud, an initiative by the conglomerate for youngsters with a different outlook on life. “At that time I thought it would be a case study or quiz contest; but I was asked to present my dream,” he says. Thankfully he had a clear one. He knew a village near Ujjain, his hometown, which had severe water shortage. He wanted to instal a tube well there. The company was so impressed that it offered him a job.

The industry has realised the advantages of having a stake in academics and, as a result, is playing an active role. Interaction with industry leaders is now a regular affair in B-schools. “All leaders are different. When we hear them speak we see their focus and how they have been so clear about what to do and how they

TOP
26-59

B-SCHOOLS

Rank	Govt/ Pvt	College	City	Composite Score
26	P	Birla Institute of Technology & Science	Pilani	501
27	G	Department of Management Studies, IIT Madras	Chennai	498
28	P	Goa Institute of Management	Goa	494
29	G	Indian Institute of Management	Ranchi	492
30	P	Institute of Management, Nirma University	Ahmedabad	490
31	G	Sydenham Institute of Management Studies, Research and Entrepreneurship Education	Mumbai	481
32	P	Bharathidasan Institute of Management	Tiruchirappalli	465
33	P	Birla Institute of Management Technology	Noida	463
34	P	Fore School of Management	Delhi	462
35	P	K.J. Somaiya Institute of Management Studies and Research	Mumbai	461
36	P	Loyola Institute of Business Administration	Chennai	457
37	P	Lal Bahadur Shastri Institute of Management	Delhi	442
38	G	Department Of Management Sciences, University of Pune	Pune	438
39	P	Amity Business School	Noida	427
40	P	Institute of Management Technology	Nagpur	422
41	P	Symbiosis Institute of Management Studies	Pune	418
42	P	SIES College of Management Studies	Mumbai	416
43	G	National Institute of Technology	Tiruchirappalli	409
44	P	Xavier Institute of Management & Entrepreneurship	Bengaluru	404
45	P	Christ University	Bengaluru	401
46	P	Balaji Institute of Modern Management	Pune	398
46	P	Institute for Financial Management and Research	Chennai	398
48	P	Symbiosis Institute of International Business	Pune	396
48	P	PSG Institute of Management	Coimbatore	396
50	P	AIMS School of Business	Bengaluru	391
51	P	KIIT School of Management, KIIT University	Bhubaneswar	390
52	P	Jagan Institute of Management Studies	Delhi	385
53	G	Department of Management Studies, Indian School of Mines	Dhanbad	384
53	P	Institute of Management and Research, Bharati Vidyapeeth University	Delhi	384
55	P	SDM Institute for Management Development	Mysore	371
56	P	GITAM Institute of Management	Visakhapatnam	368
57	P	Amrita School of Business	Coimbatore	363
57	P	Institute of Public Enterprise	Hyderabad	363
59	P	Symbiosis Institute of Telecom Management	Pune	360
59	P	IFIM Business School	Bengaluru	360

COVER STORY

organisations use tie-ups with institutions to get people who are pre-tested. We also look for people who have done specialised programmes and may have domain experience," says J.M. Prasad, head of human resources at ING Vysya Bank.

In a noticeable change in priorities, making a global mark has become important for Indian B-schools. IIM-Calcutta's theme for the next ten years is internationalisation, innovation and enterprise. It got AACSB (Association to Advance Collegiate Schools of Business) accreditation two years ago and has been reaching out to international students. "We have started inviting overseas faculty to teach courses here and create a collaborative research environment. We are even planning on exploring collaborations with international institutions for our PhD programmes," says Banerjee.

Many B-schools believe presence of foreign students can create a more diverse classroom and set a more Indian tone for teaching. "We believe India needs to do in education what it has done in telecom. We need not follow the western model. The centre of gravity of the global economy has shifted to Asia. We need to leapfrog and get into a system where we set the standards. Indian schools need to have an Asian model which is relevant, practice-oriented, student-centric and industry-centric, not necessarily publishing in top journals," says Atish Chattopadhyay, deputy director, SPJIMR.

This year SPJIMR has four foreign students for its MBA. It plans to increase the number in the next batch. Says Spriha Kanika, 24, an Australian of Indian origin, who came to SPJIMR because she wanted to come back to her roots: "Growing up in Australia, I was used to structured, planned thinking, while here there is always so much happening. This place teaches you how to think out of the box and learn by doing."

Management students at SPJIMR have to spend three weeks doing

TOP
35

PRIVATE COLLEGES

Rank	College	City	Composite Score
1	XLRI	Jamshedpur	742
2	S.P. Jain Institute of Management & Research	Mumbai	611
3	Narsee Monjee Institute of Management Studies	Mumbai	610
4	Management Development Institute	Gurgaon	601
5	Institute of Management Technology	Ghaziabad	579
6	Symbiosis Institute of Business Management	Pune	550
7	Xavier Institute of Management Bhubaneswar	Bhubaneswar	521
8	Symbiosis Centre for Management and Human Resource Development	Pune	513
9	T.A. Pai Management Institute	Manipal	509
10	International Management Institute	Delhi	506
11	Institute of Rural Management	Anand	504
12	Birla Institute of Technology & Science	Pilani	501
13	Goa Institute of Management	Goa	494
14	Institute of Management, Nirma University	Ahmedabad	490
15	Bharathidasan Institute of Management	Tiruchirappalli	465
16	Birla Institute of Management Technology	Noida	463
17	Fore School of Management	Delhi	462
18	K.J. Somaiya Institute of Management Studies and Research	Mumbai	461
19	Loyola Institute of Business Administration	Chennai	457
20	Lal Bahadur Shastri Institute of Management	Delhi	442
21	Amity Business School	Noida	427
22	Institute of Management Technology	Nagpur	422
23	Symbiosis Institute of Management Studies	Pune	418
24	SIES College of Management Studies	Mumbai	416
25	Xavier Institute of Management & Entrepreneurship	Bengaluru	404
26	Christ University	Bengaluru	401
27	Balaji Institute of Modern Management	Pune	398
27	Institute for Financial Management and Research	Chennai	398
29	Symbiosis Institute of International Business	Pune	396
29	PSG Institute of Management	Coimbatore	396
31	AIMS School of Business	Bengaluru	391
32	KIIT School of Management, KIIT University	Bhubaneswar	390
33	Jagan Institute of Management Studies	Delhi	385
34	Institute of Management and Research, Bharati Vidyapeeth University	Delhi	384
35	SDM Institute for Management Development	Mysore	371

Many B-schools believe presence of foreign students can create a more diverse classroom and set a more Indian tone for teaching.

COVER STORY

decision-making and creativity—while selecting candidates. Among skills, companies increasingly look at students who have flexibility and multitasking capabilities rather than technical expertise. Many companies have started examining the attitudes and values more than ever before in the last few years.”

At companies like Gati, which offers express distribution and supply chain solutions, the checklist for candidates ranges from being tech-savvy to being e-commerce enablers. “Being e-commerce enablers, we have to keep pace with this dynamic and booming field,” says J. Subramanian, chief (group

HR), Gati Ltd. “The candidates should have knowledge beyond PowerPoint presentations and be field warriors instead of desk warriors. Their background, communication and listening skills followed by written and presentation skills, his/her perspectives, aspirations and awareness about the current affairs are important parameters. They should also possess sound analytical and negotiation skills.”

International exposure also matters. “The relevance of international exposure depends upon the role the candidate will perform and the organisation,” says Harshvendra Soin, head, global leadership acquisition and

ATTITUDE CHECKLIST

- ★ Make an impact by showing ‘what you know’ about a concept or theory but also convince that you know ‘how to do it’
- ★ Proven track record is important but it is also important to show how you will put those skills to action and contribute to the success of employers
- ★ Highlighting skills on resumes may be critical but if you really want to shine, then critical thinking or active listening sets one apart from others
- ★ Show keenness to learn fast and display vibrant enthusiasm to join a particular company in a particular industry
- ★ Display a good balance between style and substance as they assume an important dimension in the process

Vijayan Pankajakshan, dean, human resources, WeSchool, Mumbai.

TOP
25

PRIVATE COLLEGES NORTH ZONE

Rank	College	City	Composite Score
1	Management Development Institute	Gurgaon	601
2	Institute of Management Technology	Ghaziabad	579
3	International Management Institute	Delhi	506
4	Birla Institute of Technology & Science	Pilani	501
5	Birla Institute of Management Technology	Noida	463
6	Fore School of Management	Delhi	462
7	Lal Bahadur Shastri Institute of Management	Delhi	442
8	Amity Business School	Noida	427
9	Jagan Institute of Management Studies	Delhi	385
10	Institute of Management and Research, Bharati Vidyapeeth University	Delhi	384
11	Jagannath International Management School	Delhi	348
12	Institute of Management Studies	Ghaziabad	330
13	Jaipuria Institute of Management	Noida	311
14	Galgotias Business School	Noida	298
15	Accurate Institute of Management & Technology	Noida	297
16	G.L. Bajaj Institute of Management and Research	Noida	275
17	Institute of Rural Management	Jaipur	267
18	Doon Business School	Dehradun	251
19	Institute of Management Studies	Noida	248
20	IMS Unison University	Dehradun	228
21	Jaipuria Institute of Management	Jaipur	217
22	Chandigarh Business School	Mohali	213
23	Jaipuria Institute of Management	Ghaziabad	206
24	IIMT Management College	Meerut	203
25	Dev Bhoomi Institute of Technology	Dehradun	199

development, Tech Mahindra. “In an organisation like ours, an insight into diverse cultures and nationalities do have an advantage. We will prefer students who have a global exposure.”

Even the form of interviews is changing—engaging with students in colleges to ensure they are the right fit for the organisation apart from tests and interviews. Even the online persona of a candidate gives an insight into who he/she is. Human resource managers are more inclined to use different methods to find the right candidate, says Pankajakshan. While job fairs, campus hiring and employee referral programmes continue to remain popular, human resource managers are increasingly using online recruiting methods like job boards and social networks. “This way the recruiters get a broad perspective of a prospective candidate. And through many platforms, the analysis of the CV can be done anonymously, thereby making it easier for the recruiter to assess the candidate holistically even before approaching him/her,” says Pankajakshan. “Apart from tele-interviewing, video interviewing and Skype interviews are being used by recruiters to connect with candidates across different geographies.” ●

FOCUS



Dr. J. K. Goyal
Director, JIMS,
Rohini, Delhi

How to Choose the Right B-School?

We aim to help you to pick the right B-school. This article is not meant for those who plan to go abroad for management education and also not for MBA aspirants who manage to get admission offer in the premier B-schools of India.

A vast majority of MBA aspirants in India are not fortunate enough to make it to top grade B - schools. These students have to settle for self-financing private B-schools. Over the past 15 years, there has been a phenomenal increase in the number of B-schools in this category.

Step One: Ask yourself: 'Why do I want to do and MBA / PGDM?'

Most of you must have been trained by coaching institutes to handle this question in different ways. Make an introspection. The majority of students want to build their professional careers, knowing fully well that they cannot make it to the top league. You have to be very careful in picking up the right B-school as it is a question of your career.

Step Two: At What Price: Make A Cost-Benefit Analysis

There is a huge fee difference among the various private sector self financing institutions. The fee for a two-year full time MBA course varies from Rs. 3 to 10 lacs. MBA aspirants avail of bank loans as well, so, you must consult your parents, and assess their capacity to pay. Do not just go for a high-fee charging B-School. It is better to settle for a marginally 'inferior' B-School if the fee difference between two B-schools is too large.

Step Three: From Home Or Away From Home?

The benefits of being a day scholar are that you do not have to incur an extra hostel fee which may be a little over Rs. 2 lacs.

Step 4: How Do I Verify The Claims Of B-schools?

Every B-school flaunts the standard six parameters; state-of-the art infrastructure, well-stocked library, excellent computer labs, experienced faculty, most updated course curriculum and 100% placement. Education and healthcare are where we have information asymmetry i.e. the 'seller' knows more than the 'buyer'.

- ❖ Check approvals and affiliations of the B-School thoroughly.

- ❖ Various popular magazines, newspapers, news channels and websites are also rating / ranking these institutions.

- ❖ Visit the institution, particularly by public transport system.

- ❖ Check the website

Step Five: Admission Cancellation And Fee Refund

An institution is bound to refund the entire fee in case a student withdraws from the course BEFORE its commencement.

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Turning
knowledge
into wisdom



Dr. Devi Singh, Vice Chancellor
JK LakshmiPat University

Q. Sir, how was your journey till now and how has been your experience in JKLU ?

Ans. I have had the opportunity to lead two great Institutions i.e. IIM Lucknow and MDI Gurgaon, in the past. I was Director of IIM Lucknow for about 11 years. I am happy to say that IIM Lucknow today is seen at par with the three older IIMs. I joined JKLU last month and I am truly excited about the opportunity to do something new and exciting. My experience has been fascinating so far. I have a very good team of faculty who are committed to excellence in teaching and research. The JK Group, who are promoters of this University are truly committed to the cause of education and nation building.

Q. How is JKLU different from the existing private universities in Jaipur?

Ans. At JKLU, we believe that higher education is a means to help an individual to discover her potential and excel in life. Our entire education philosophy is centered around the learner. We want best of the minds in faculty to work with young minds and facilitate their learning process so that students can achieve their goals. We

are different as we put premium on good faculty and student centric systems and have close industry connect.

Q. What industry experience the student is exposed to along with regular classes?

Ans. Students are continuously encouraged to work on real life problems outside the class room. Constant industry interaction and field visits are a common feature at JKLU. Students go for internship and engage themselves in field projects.

Q. Keeping in mind the bright carrier, what kind of industry oriented courses JKLU offers?

Ans. All our courses are planned keeping emerging industry needs and technological changes in mind. The career opportunities and aspirations of students are kept in mind while designing a course. We offer innovative and futuristic courses in all our programs. Our B Tech and MBA programs are uniquely designed where students learn as much outside the class room as in the class. Our B.Com and BBA programs are also different as we offer quite few unique and relevant courses in the areas of finance and marketing.