



The slowdown's bite is apparent, but the hunger for a seat in any of the top B-schools remains as strong as ever. Presenting the 2013 edition of *Business Today's* survey of India's top B-schools, in partnership with MDRA.

BY SHAMNI PANDE

TOP 10 B-SCHOOLS

RANK 2013	RANK 2012	INSTITUTE	TOTAL SCORE	OBJECTIVE SCORE	PERCEPTION SCORE	EXPERIENTIAL SCORE
1	1	Indian Institute of Management, Ahmedabad (IIM-A)	1,839.2	840.2	799	200
2	2	Indian Institute of Management, Calcutta (IIM-C)	1,687.2	773.4	714.4	199.4
3	4	XLRI, Jamshedpur	1,567.1	750.7	640.8	175.6
4	3	Faculty of Management Studies (FMS), Delhi	1,493.5	745.2	603.0	145.3
5	9	Indian Institute of Management, Kozhikode (IIM-K)	1,480.6	731.4	592.3	156.9
6	4	Indian Institute of Management, Indore (IIM-I)	1,451.4	710.7	610.8	129.9
7	10	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai	1,448.3	762.8	556.1	129.4
8	8	Management Development Institute (MDI), Gurgaon	1,412.4	734.6	521.8	156.0
9	24	Indian Institute of Foreign Trade (IIFT), Delhi	1,376.7	723.9	513.4	139.4
10	35	International Management Institute (IMI), Delhi	1,359.4	711.2	508.5	139.7

Though last year's ranks have been provided, they are, strictly speaking, not comparable as this year's methodology is different. IIM-B and IIM-L did not participate in the survey. Source: BT-MDRA India's Best B-schools Survey 2013

It is that time of the year again when business schools start preparing to take in a fresh batch of students, and student aspirants in turn prepare for the dreaded CAT, or common admission test, to get into these schools. This is also the time when *Business Today's* ranking of India's top business schools is announced.

This year, the *BT-MDRA* India's Best B-schools Survey has gone one step ahead of last year's comprehensive overhaul. We have added a unique "experiential survey" of alumni – to the existing objective and perception surveys. This will give our readers the added advantage of alumni views to validate whether their business school's education actually faced

up to market reality. This year, programmes of less than two years – such as those offered by Indian School of Business or ISB, Hyderabad and Great Lakes Institute of Management, Chennai – were not included, because we wanted to separate the regular two-year programmes from the specialised executive programmes.

So this year we also have a separate ranking of executive programmes, in which ISB Hyderabad comes out tops. Given the increasing trend of people going back to school after working for a few years, this ranking had become necessary (see *B-school Interlude*, page 82).

There are many other changes to the methodology (see *The Third Dimension*, page 120). This year, 213 B-schools participated. Among those who declined were Indian Institute of Management, Bangalore (IIM-B), and

RANKS Above 150 101-150 51-100 31-50 11-30 1-10



TOP 100 B-SCHOOLS

INSTITUTE	GOVT/PVT	ZONE	'98 TREND '13	OVERALL RANK/ SCORE (2,000)	LEARNING EXPERIENCE	LIVING EXPERIENCE	PLACEMENT PERFORMANCE	SELECTION PROCESS & ESTABLISHMENT	FUTURE ORIENTATION	OBJECTIVE RANK/ SCORE (1,000)	PERCEPTION RANK/ SCORE (800)	EXPERIENTIAL RANK/ SCORE (200)
Indian Institute of Management Ahmedabad (IIM-A)	G	West		1 1,839.2	1	2	1	1	1	1	1	1
Indian Institute of Management Calcutta (IIM-C)	G	East		2 1,687.2	3	1	2	4	7	2	2	2
Xavier Labour Relation Institute (XLRI), Jamshedpur	P	East		3 1,567.1	11	11	11	6	3	4	4	3
Faculty of Management Studies Delhi (FMS Delhi)	G	North		4 1,493.5	20	12	3	2	15	5	7	6
Indian Institute of Management Kozhikode (IIM-K)	G	South		5 1,480.6	14	22	23	7	4	7	8	4
Indian Institute of Management Indore (IIM-I)	G	West		6 1,451.4	12	17	16	11	20	10	6	12
S.P Jain Institute of Management & Research Mumbai	P	West		7 1,448.3	2	36	5	3	5	3	9	13
Management Development Institute (MDI), Gurgaon	P	North		8 1,412.4	4	4	14	8	13	6	10	5
Indian Institute of Foreign Trade (IIFT), New Delhi	G	North		9 1,376.7	7	21	22	17	2	8	12	10
International Management Institute (IMI), New Delhi	P	North		10 1,359.4	5	16	21	16	14	9	13	9
Narsee Monjee Institute of Management Studies (NMIMS), Mumbai	P	West		11 1,353.7	6	28	18	15	10	11	11	15
National Institute of Industrial Engineering (NITIE), Mumbai	G	West		12 1,289.5	9	9	15	26	30	16	17	7
Institute of Management Technology (IMT), Ghaziabad	P	North		13 1,282.2	19	18	24	18	17	17	14	29
Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai	G	West		14 1,264.9	17	42	10	13	21	13	20	14
Department of Management Studies IIT Delhi	G	North		15 1,250.1	23	14	6	28	25	14	18	36
Xavier Institute of Management (XIM), Bhubaneswar	P	East		16 1,245.8	21	15	9	5	134	18	16	39
Symbiosis Institute of Business Management (SIBM), Pune	P	West		17 1,243.3	74	68	7	49	11	25	15	26
Vinod Gupta School of Management IIT Kharagpur	G	East		18 1,238.9	13	3	11	25	50	15	22	19
T.A. Pai Management Institute (TAPMI), Manipal	P	South		19 1,233.9	15	24	50	21	8	19	23	11
Shailesh J. Mehta School of Management IIT Bombay	G	West		20 1,230	37	41	4	30	58	22	24	7
Birla Institute of Management Technology (BIMTECH), Greater Noida	P	North		21 1,225.6	10	8	32	23	6	12	26	22
Institute of Rural Management Anand (IRMA)	P	West		22 1,193.6	45	13	19	22	62	23	19	52
Institute of Management Nirma University, Ahmedabad	P	West		23 1,189.5	16	10	42	19	34	20	27	22
Goa Institute of Management Panaji	P	West		24 1,184.1	49	20	26	42	24	27	29	16
Indian Institute of Management IIM Shillong	G	East		25 1,180.6	34	47	17	40	28	26	25	32

Ranking is based on objective data, experiential and perception survey; Only those B-schools which submitted their objective data have been ranked. Institutes that did not submit their objective data on time or refused to participate have not been ranked; Only those colleges which fulfilled the following criteria were considered eligible for participation in ranking: (i) Minimum three batches passed out, (ii) Offering two years full-time Postgraduate Programme in Management; All scores have been rounded off to decimal place, this may result in rounding off errors while adding the parameter-wise score; Those colleges not ranked during perception Survey have got 0.0 marks in perception score. Table visualisation by Gramener. **Total 213 colleges participated. This list shows top 100 colleges, the complete list is available on our website**

BACK IN THE RECKONING

IMI has risen in this year's rankings as Director General Pritam Singh aggressively pushes for change at the institute.

BY SHAMNI PANDE



ADITYA KAPOOR

B-SCHOOL RANKING

IMI

10
2013

35
2012

▲
The turnaround man: Director General Pritam Singh, (centre, leaning on a chair) with students, at IMI, Delhi

Frenetic construction activity is visible across the three-acre campus of the International Management Institute (IMI), Delhi. The B-school is adding rooms with "four-star facilities" for management development programmes that can house 70 managers on campus, says Pritam Singh, Director General, IMI. The institute is also building a hostel that can accommodate





up to 200 students, he adds.

As he walks around the campus, Singh is aware of the considerable amount being spent on the expansion. But he is confident the investment he is making will bear fruit soon. For the year ending March 2014 Singh is targeting a profit of ₹9 crore, from the ₹7.21 crore notched in the last financial year on a turnover of about ₹40 crore.

Since its inception in 1981, IMI carries the mantle of being the country's first corporate-sponsored B-school. The recent expansion drive, however, is a marked departure from five years ago when IMI had turned into a rather quiet B-school in an otherwise aggressive northern region, where nearly four dozen management education institutes compete with each other to attract graduate students.

Industry is, of course, taking notice: "IMI has roped in good quality faculty in the last two years," says Ulhas Vairagkar, Director at T.I.M.E. Education, which is among the largest B-school coaching institutes in the country. "We see them fighting back." For the record, IMI has seen one of the sharpest strides upwards in *Business Today's* latest ranking of B-schools. The institute is now ranked 10 versus 35 last year.

A lot of the credit for the institute's rebound goes to Singh. A recipient of the Padma Shri, the country's fourth-highest civilian award, Singh is known as the man with the 'Midas Touch' in the education community. He is credited with turning around the fortunes of Management Development Institute (MDI), Gurgaon, and the Indian Institute of Management, Lucknow. He was director of MDI twice – first from 1994 to 1998 and then from 2003 to 2006, and he headed IIM Lucknow from 1998 to 2003. He was also dean at IIM Bangalore.

His reputation has attracted talented faculty to the campus in droves. Since he took over at IMI, 27 faculty

AT A GLANCE

COURSES OFFERED:

Post Graduate Diploma in Management (PGDM), PG Diploma in Human Resource Management (PGD-HRM), PG Diploma in Management for Working Executives, Executive Post Graduate Diploma in Management (EPGDM), Fellow Programme in Management

COURSE FEES:

PGDM/
PGD-HRM: ₹11.85 LAKH
EPGDM: ₹12.03 LAKH

ANNUAL INTAKE OF STUDENTS (PGDM): 180

ELIGIBILITY CRITERIA:

CAT 92% GMAT SCORE 650

NO. OF COMPANIES THAT CAME FOR HIRING IN 2012: 41

AVERAGE SALARY OFFERED IN 2012:

₹9.85 LAKH per year
Highest ₹18 lakh (domestic)

FOREIGN COLLABORATIONS:

Has 25 tie-ups including with University of Newcastle, UK, and George Mason University, US

HIRERS INCLUDE:

HUL, ITC, PepsiCo India, Citibank, Boston Consulting Group, Cognizant

members have joined, taking the count to 60. "I joined here because of Dr. Singh; he gives faculty members ample opportunities for development and research," says Asha Bhandarkar, who joined IMI from MDI late last year as distinguished professor. She is known as an authority in organisational behaviour and human resources, and has been a senior

Fulbright Fellow at the Darden School of Business at the University of Virginia and George Mason University in the US as well as Fellow at the London Business School.

Singh is initiating some more projects. IMI plans to launch in June 2014 an MBA programme in banking and insurance for people with at least two years of experience. It plans to introduce a global MBA programme for scions of family businesses. The one-year course will cost ₹25 lakh and is slated to begin in March next year. IMI has tied up with four international institutes for the course. These partners are the Thunderbird School of Global Management, Glendale, Arizona; the Chinese University of Hong Kong; the SDA Bocconi School of Management, Milan; and Grenoble Ecole de Management, France. Singh says participants will spend six months of the course at IMI and the remaining time on the four international campuses.

What helps the institute further are its strong corporate connections. Many of its alumni hold fond memories of the campus. "I got a solid grounding here and exposure to futuristic concepts such as sustainability-oriented and value-based business," recalls Rajiv Arora, Leader - Human Resources at consulting firm Mercer.

Arun Sawhney, Managing Director and CEO at drug maker Ranbaxy, who studied at the institute in 1986, says he chose IMI because he found its corporate linkages and collaboration with renowned international institutes such as IMI, Geneva – now IMD, Lausanne – alluring. He says the teaching of Pradip K. Bhaumik, who has been with the institute for many years, still resounds in his ears. "He [Bhaumik] used to always urge us to seek solutions and tell us that our creativity should be used in that direction," says Sawhney. "That has stayed with me." ♦