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THE WEEK

JOURNALISM WITH A HUMAN TOUCH

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THE WEEK-HANSA RESEARCH SURVEY



BEST COLLEGES

ACROSS THE MOST
POPULAR COURSES

Students moving away from orthodox choices



to a job. "Students today are more aware than their parents. They want to make sure that the course they opt for can be applicable to the industry. They want courses which also have internships as part of the curriculum," she says.

Family businesses have always been characteristic of India Inc., and the booming economy has given birth to many successful first-generation entrepreneurs. As a result, courses in family business management

and entrepreneurship are in good demand. Many B-schools have incubation programmes which encourage entrepreneurship.

Even in the social sector, there are courses which blend social awareness with entrepreneurial skills, such as the Master of Arts in Social Entrepreneurship offered by Tata Institute of Social Sciences, Mumbai. Says Dr Samapti Guha of TISS: "We felt the need for starting this new course after careful thought about

TOP COLLEGES ENGINEERING

1	IIT	Delhi
2	IIT	Kanpur
3	IIT	Kharagpur
4	IIT	Mumbai
5	IIT	Chennai
6	IIT	Roorkee
7	Institute of Technology, Banaras Hindu University (BHU)	Varanasi
8	Nirma Institute of Technology	Ahmedabad
9	IIT	Guwahati
9	Birla Institute of Technology and Sciences (BITS)	Pilani
11	International Institute of Information Technology	Hyderabad
12	Jamia Millia Islamia (JMI), Faculty of Engineering & Technology	Delhi
13	Indian Institute of Science	Bangalore
14	National Institute of Technology (NIT)	Warangal
15	Birla Institute of Technology (BIT)	Sindri
16	National Institute of Technology (NIT)	Suratkal
17	L.D. College of Engineering	Ahmedabad
17	Chaitanya Bharathi Institute of Technology	Hyderabad
17	Birla Institute of Technology (BIT), Mesra	Ranchi
20	Vellore Institute of Technology (VIT)	Vellore
20	College of Engineering, Anna University	Chennai
22	Indian Institute of Information Technology (IIIT)	Allahabad
22	Jawaharlal Nehru Technological University (JNTU) College of Engineering	Hyderabad
24	Indian School of Mines (ISM)	Dhanbad
25	National Institute of Industrial Engineering (NITIE)	Mumbai
26	SRM Institute of Science and Technology	Chennai
26	Punjab Engineering College (PEC)/PEC University of Technology	Chandigarh
26	Thadomal Shahani College of Engineering	Mumbai
29	National Institute of Technology (NIT)	Patna
29	National Institute of Technology (NIT)	Tiruchirapalli
31	Dharmasinh Desai University	Nadiad
31	P.S.G. College of Technology	Coimbatore
33	International Institute of Information Technology (IIIT)	Bangalore
34	Indraprastha Institute of Information Tech. (IIIT)	Delhi
35	Bengal Engineering & Science University, Shibpur	Kolkata
36	College of Engineering (CEG)	Guindy
37	Guru Tegh Bahadur Institute of Technology	Delhi
38	Dhirubhai Ambani Institute of Information & Communication Technology	Gandhinagar



SALIL BERA

Although there are not many institutes offering a course in nanotechnology, it is replacing biotechnology in popularity.

PROF. ANKITA CHAKRAVARTHI BHATTACHARJEE
Dean, Amity School of Business,
Kolkata

the emerging needs of wider society to develop change leaders in the field of social sector, who can create enterprises with social purpose and impact, and thus generating wealth to enhance livelihood and sustainable development." The course aims at training and developing change leaders for social and environment causes. Field-based experiential learning and classroom lectures ensure that students develop economically sustainable entrepreneurial activities.

Why are some courses more popular than others? Education counsellor Jayanti Ghosh says, "They are popular because they are in the news, and, hence, are better known and socially more acceptable." Some conventional courses, such as MBA,

TOP COLLEGES ENGINEERING

39	Chandigarh Engineering College	Mohali
40	National Institute of Technology (NIT)	Kurukshetra
40	Sardar Patel College of Engineering	Mumbai
42	National Institute of Technology (NIT)	Jamshedpur
43	College of Engineering, Attingal	Thiruvananthapuram
44	Malviya National Institute of Technology	Jaipur
44	BMS College of Engineering	Bangalore
46	University College of Engineering (UCE), Osmania University	Hyderabad
47	National Institute of Technology (NIT)	Agartala
48	National Institute of Technology (NIT)	Silchar
49	Sir M. Visvesvaraya Institute of Technology (Sir MVIT)	Bangalore
49	Delhi College of Engineering (DCE)	Delhi
51	R.V. College of Engineering (RVCE)	Bangalore
52	Visvesvaraya National Institute of Technology (VNIT)	Nagpur
52	Madras Institute of Technology (MIT)	Chennai
54	Thangal Kunju Musaliar College of Engineering (TKMC)	Kollam
54	Bangalore Institute of Technology (BIT)	Bangalore
54	Karunya Institute of Technology	Coimbatore
54	Coimbatore Institute of Technology	Coimbatore
58	Motilal Nehru National Institute of Technology	Allahabad
59	Dr B.R. Ambedkar National Institute of Technology	Jalandhar
59	Vasavi College of Engineering (VEC)	Hyderabad
61	National Institute of Technology (NIT)	Hamirpur
61	Peoples Education Society Institute of Tech. (PESIT)	Bangalore
63	National Institute of Technology (NIT)	Kozhikode
63	Institute of Engineering & Management	Kolkata
65	SCMS School Of Engineering & Technology	Kochi
65	Sree Chitra Thirunal College of Engineering	Thiruvananthapuram
65	Sathyabhama Engineering College	Chennai
65	University Visvesvaraya College of Engineering (UVCE)	Bangalore
69	Coimbatore Institute of Engineering and Technology	Coimbatore
70	Sinhgad College of Engineering	Pune
71	Babu Banarasi Das National Institute of Technology and Management	Lucknow
72	MVJ College of Engineering	Bangalore
73	St Joseph's College of Engineering	Chennai
74	Netaji Subhas Institute of Technology (NSIT)	Delhi
74	Harcourt Butler Technological Institute	Kanpur

continue to be popular because they ensure a well-paid job. MBA degrees these days, however, go beyond marketing, finance and human resources. Be it telecommunications, retail, hospitality or fashion, every field needs trained managers in a booming economy, and specialisation is available for almost every industry.

Saanya Sanghvi, a second-year hospitality management student who had done her degree in psychology, has seen a shift in her personality and attitude since she began her course

at Amity University, Delhi. "Even out of the classroom, our department always makes sure hospitality students are there to take care of all events in the college. This constant interaction does instil confidence in a person," she says.

Specialisation is a process of distillation. For example, a course in retail management offers a graduate the expertise to work specifically in the retail industry. Students are taught everything from planning to customer service. And such freshers

Mistakes to avoid

It is imperative to have an idea about the career you would like to pursue while choosing a course. Therefore, the decision to choose or reject a course should be made over a period of time and after careful consideration of various relevant factors.

Some of the common mistakes students make while choosing a course are:

◆ Following the 'herd' mentality

Going for the most popular course without giving any consideration to the interest or ability

◆ Peer pressure

Choosing a course or college just because friends opt it, even if one is a circle in the square

◆ Parental expectations

Fulfilling parents' expectation is all right, provided the individual has matching aspirations and abilities

◆ Status

Going for a course perceived as prestigious and not because of genuine interest

◆ Marks scored

The marks are the deciding factor for many students. For example, students with high percentages tend to go for science subjects

Source: Swati Salunkhe

re of great demand in the industry. Says Prof. Ramawamy Iyengar of L.N. Welingkar Institute of Management, Mumbai: "The retail industry has been booming and there is a short supply of talented manpower."

Employers prefer recruits with specialisation for obvious reasons. "While hiring, companies take into account the overall packaging of a prospective student. Since these courses are industry-specific and have an updated course curriculum, the students are geared in a much