

THE WEEK

JOURNALISM WITH A HUMAN TOUCH

INSIDE LIBYA
THE WEEK TEAM
MEETS UNCOMMON
PEOPLE 22

BEST B SCHOOLS

THE WEEK-MaRS national survey • The trends for 2011-2012



Students of NMIMS, Mumbai

New unconventional courses: Green to fashion

70/77, 9/50/7, 56

B-schools in India are trying their best to evolve and reinvent themselves with the changing times. Plus, **THE WEEK-MaRS survey ranks the best B-schools in the country**

By Sharmista Chaudhury

TOP 25 B SCHOOLS

THE WEEK MaRS SURVEY

1	ISB, Hyderabad
2	Indian Institute of Management, Ahmedabad
3	Indian Institute of Management, Bangalore
4	Indian Institute of Management, Kolkata
5	Xavier Labour Relations Institute, Jamshedpur
6	Jamnalal Bajaj Institute of Management Studies, Mumbai
7	Indian Institute of Management, Kozhikode
8	S.P. Jain Institute of Management & Research, Mumbai
9	Indian Institute of Management, Lucknow
10	Indian Institute of Management, Indore
10	Indian Institute of Foreign Trade, Delhi
12	National Institute of Industrial Engineering (NITIE), Mumbai
13	Institute of Management Technology, Ghaziabad, Delhi
14	Symbiosis Institute of Management Studies, Pune
15	T.A. Pai Management Institute, Manipal
16	Faculty of Management Studies, University of Delhi (FMS), Delhi
17	Management Development Institute, Gurgaon, Delhi
18	Narsee Monjee Institute of Management Studies, Mumbai
19	Xavier Institute of Management, Bhubaneswar
20	Sydenham Institute of Management Studies & Research, Mumbai
21	Department of Management Studies, Indian Institute of Technology, Delhi
22	PSG Institute of Management (PSG IM), Coimbatore
22	Shailesh J. Mehta School of Management, IIT Mumbai, Mumbai
22	Vinod Gupta School of Management, IIT Kharagpur, Kharagpur
25	Amity International Business School, Noida, Delhi

Knowledge is of no value unless you put it into practice.

Anton Chekhov

Chekhov's words seem to be the guiding philosophy of B-schools across India. While knowledge is important, equally important is its application. So why wait till internships or placement? Students are getting a chance to apply their knowledge while on campus.

The industry, after all, demands graduates who do; not those who just know. "B-schools need to take a look at some of the teaching methodologies and bring in experiential learning, leverage technology and gaming/simulation-based learning. Incorporating these will also go a long way to bridge the gap of knowledge to application," said Anand Dewan, senior vice-president and head of business impact group, Kotak Mahindra Old Mutual Life Insurance.

Is it all about getting the work done? No. The mind also needs to be trained. "B-schools should focus on creating a culture of trust, openness, equity and consensus," said Sanjay Bhatnagar, national head (corporate human resources), Sony India. Unsurprisingly, these recommendations are part of the curriculum of many of India's management institutions. And students are taking note of it. They consider the curriculum the most important criterion to evaluate the efficacy of the programme, says THE WEEK-MaRS survey for the best B-schools.

Marketing student Himi Mishra said her best experience in college was an initiative she took to get things done. "I had done an internship in Germany, and I had to organise a cricket match for the Germans and Indians there. I think pulling that off single-handedly is one of the best memories I have of the trip," she said. Her objective was to create a non-formal interactive environment for the German and Indian businessmen there. "It was a long weekend and Germans like going away for short

TOP
26-140

B SCHOOLS

THE WEEK MaRS SURVEY

26	Christ University (Institute of Management), Bangalore
27	Goa Institute of Management, Goa
27	Great Lakes Institute of Management, Chennai
29	International Management Institute, Delhi
30	Symbiosis Centre for Management, Pune
31	Loyola Institute of Business Administration, Chennai
32	ICFAI Business School, Hyderabad
33	IIPM Delhi, Delhi
34	MET, Mumbai
35	Welingkar Institute of Management Development & Research, Mumbai
36	K.J. Somaiya Institute of Management Studies & Research, Mumbai
37	IIPM Mumbai, Mumbai
38	TASMAC, Pune
39	Faculty of Management Studies, BHU, Varanasi
40	Amrita School Of Business, Coimbatore
41	Rajagiri Centre For Business Studies, Cochin
41	Entrepreneurship & Management Processes International (EMPI) Business School, New Delhi
43	IBS Mumbai, Mumbai
44	Gitam Institute Of Management (Gitam University), Visakhapatnam
45	Lala Lajpatrai Institute Of Management, Mumbai
46	NIILM Centre For Management Studies, Greater Noida
47	Jagan Institute Of Management Studies, New Delhi
48	Fortune Institute Of International Business, New Delhi
49	Lovely Professional University, Phagwara
50	D Y Patil Institute Of Management Studies, Pune
51	Vivekananda Education Society's Institute Of Management & Research, Mumbai
52	Institute For Technology And Management, Kharghar
52	IBS Kolkata, Kolkata
52	Prestige Institute Of Management And Research, Indore
55	Xavier Institute Of Management & Entrepreneurship, Bangalore
56	Siva Sivani Institute Of Management, Secunderabad
57	Institute Of Rural Management (Faculty Of Management Studies), Jaipur
57	School Of Communication And Management Studies, Kochi
59	Galgotias Business School, Greater Noida
60	G L Bajaj Institute Of Management And research, Greater Noida
60	Management Education & Research Institute, New Delhi
60	Jaipuria Institute Of Management, Noida
60	Indus Business Academy (Formerly, Indian Business Academy), Bangalore
60	Institute Of Public Enterprise (Osmania University), Hyderabad
65	IBS Gurgaon, Gurgaon
65	IBS Bangalore, Bangalore
65	Manipal Institute Of Management, Manipal
68	MHROD-MIB - Delhi School Of Economics, New Delhi
69	Motilal Nehru National Institute Of Technology (School Of Management Studies), Allahabad
69	Institute For Technology And Management, Chennai
71	Gyan Jyoti Institute Of Management & Technology, Mohali
72	ICBM School of Business Excellence, Hyderabad
73	IFIM Business School, Bangalore
74	Institute Of Management Technology, Nagpur
74	Jagannath International Management School, New Delhi

TOP 26-140 B SCHOOLS

THE WEEK MaRS SURVEY

76	IBS Pune, Pune
76	FOSTIIMA Business School, New Delhi
78	Indian Institute Of Finance, Noida
78	Balaji Institute Of Telecom & Management, Pune
78	Sinhgad Institute of Business Administration and Research (SIBAR), Pune
81	Jaipuria Institute Of Management, Lucknow
82	Coimbatore Institute Of Management And Technology, Coimbatore
82	Suryadatta Group of Institutes, Pune
84	Institute of Advanced Management and Research, Ghaziabad
85	IBS Faculty of Management Studies (ICFAI), Dehradun
86	Skyline Business School, Gurgaon
87	Tezpur University (Department Of Business Administration), Tezpur
87	Justice K S Hegde Institute of Management (NITTE), Udupi
87	Sri Sai Ram Institute Of Management Studies, Chennai
90	School of Management - Hindustan University, Chennai
91	Presidency College, Bangalore
92	National Institute Of Technology (Dept Of Management Studies), Tiruchirappalli
92	Sandip Institute Of Technology & Research Centre, Nashik
92	Institute of Management Studies (Kuvempu University Karnataka), Shankaraghatta
92	DC School of Management and Technology, Idukki
96	Accurate B School, Greater Noida
97	Institute Of Productivity And Management, Ghaziabad
97	RL Institute Of Management Studies, Madurai
99	Centre For Management Studies - Jamia Millia Islamia, New Delhi
99	Jawaharlal Nehru School Of Management Studies - Assam (Central) University, Silchar
101	Indus Business Academy, Greater Noida
101	Sona School Of Management, Salem
101	Maharaja Agrasen Institute Of Management & Technology, Yamunanagar
101	KCT Business School (Kumaraguru College Of Technology), Coimbatore
101	Prestige Institute of Management, Dewas
101	Centurion University Of Technology And Management, Parlakhemundi
107	The Oxford College of Business Management, Bangalore
107	Vel Tech Multi Tech RS Engineering College, Chennai
107	Sanghvi Institute Of Management & Science, Indore
110	The Business School (University Of Kashmir), Srinagar
110	Doon Business School, Dehradun
110	AV College Post Graduate Centre, Hyderabad
110	CMR Institute Of Management Studies, Bangalore
110	Balaji Institute Of Management And Human Resource Development, Tathawade
115	IIMT College Of Management, Greater Noida
115	CH Institute Of Management And Commerce, Indore
115	Srusti Academy Of Management, Bhubaneswar
115	Institute of Health Management Research (IHMR), Jaipur
115	Marthoma College of Management & Technology, Perumbavoor
120	Faculty Of Management Studies (ICFAI University), Agartala
121	MVI College Of Engineering, Bangalore
121	Jaipuria Institute Of Management, Jaipur
121	Tolani Institute Of Management Studies, Adipur (Kachchh)
121	Disha Institute Of Management & Technology, Raipur
121	IIMT College Of Management, Meerut

"We have to get an Indian perspective and get rid of a borrowed perspective. The US does not refer to anybody else, and we need to do the same," said Prof. Trilochan Sastry, dean (academics), Indian Institute of Management, Bangalore.

Learning in these B-schools is often not all about management. For instance, take a look at Prof. T. Prasad of National Institute of Industrial Engineering (NITIE), who teaches management with the help of objects incongruous with the idea of a B-School, such as Newton's cradle, a modified game of tic-tac-toe and Gandhi's autobiography. His philosophy is simple—you earn while you learn. So while selling the cradle, you understand the theory of action and reaction—you imbibe it, you understand that every decision you take as a manager has to be made keeping in mind all possible outcomes. Gandhi's autobiography is another aspect of management—ethics. You learn about the father of the nation while trying to sell him to corporate honchos.

Students at NITIE are even asked to spend a day with Mumbai's dab-bawallahs to learn operations management, strategic approach and human resource management. Though NITIE still believes in classroom teaching, the pedagogy is fast changing. Students are encouraged to start their own enterprises, which could range from a tiffin service to an online store. The point is to feel a sense of ownership from the very beginning and to learn the nuances of business management while doing it. "Students get marked on registering their company, on developing a

B-schools should focus on creating a culture of trust, openness, equity and consensus.

SANJAY BHATNAGAR
National head (corporate human resources), Sony India