

Reflections in Management Education

Most of us think that the ultimate outcome of management education is to ensure engaging career options and rightly so, for the overall well being. However, Nobel Laureate Daniel Kahneman who was awarded an Economics Nobel in 2002 has a different view and says that education is "All about change what you believe".

We all believe that our world economy is transforming faster than any other period in the past since evolution and the phenomenal changes are compelling corporate to keep aligning with new technologies and skill sets for survival. The future of jobs and the managerial skills required to excel are undergoing many changes. As most business schools prepare students with pre-defined (and traditional) pedagogies that have already become obsolete, they fall miserably to groom leaders for tomorrow. And this was certainly not imagined by Daniel Kahneman when he opined his views on education. Today, Corporates have become far more dynamic as a result of "Gig" economy and they are essentially looking for candidates with "intrapreneurial mindset". Further, large number of surveys suggest that experiential learning such as simulations and internships have the greatest impact on their learning.

A journey of two years at SIES College of Management (SIESCOMS) transform students into achievers in many aspects of their professional life carved for the future. From highly experiential pedagogies to placing students in dream companies, SIESCOMS sets a winning mindset for all students. Learning from most contemporary courses, Skill Lined Immersion Program (SLIP), Ideathon, Idea Research, Global exposure and co-curricular activities groom students to lead in the ever-changing world. While designing the trimester-based credit courses at SIESCOMS, changing paradigm of the future work place remains the most vital focus and follows the three aspects of the cycle which includes "Learn, Act and Reflect. These three dimensions lie at the core of our mission statement. At SIESCOMS, pedagogies move beyond a "box" defined by texts and theories and relationship of rich and integrated learning

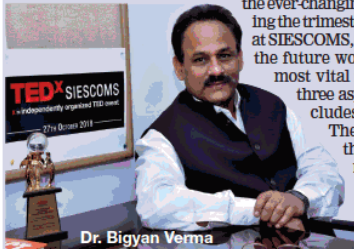


becomes a practice to groom students. Kahneman's view forms the core of our mind set here. We collaborate with organizations to provide consulting opportunities and make educational experience truly relevant and experiential. We challenge our students to provide disruptive solutions and our policy of engagement and dialogue with students through numerous open house debates are instrumental in creating congeniality on the campus which encourages creativity and innovation.

While the full story about rapid changes in economies are still unfolding and their impact on organizations can be anything, developing and augmenting students with lifelong learning abilities to the future of work remains at the core of SIESCOMS.

Dr Bigyan Verma

Director - SIES College of Management Studies



JOIN THE CEO FACTORY – WHERE CEOs ARE MADE

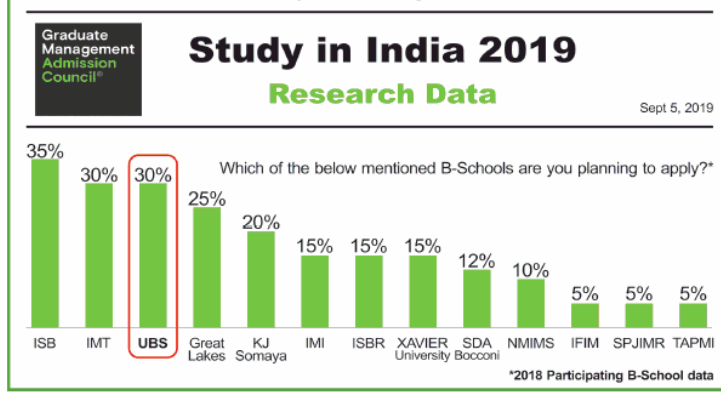
Harvard Business School recently published an article, "The Fastest Path to the CEO Job". This study was conducted on 17,000 C-suite executives to analyse who gets to the top and how. According to a 10-year study, it was clear that only those get to the CEO position fastest, make bold career moves over the course of their career. 97% of CEOs undertook at least one catapult experience and 50% had at least two. Surprisingly, only 24% had MBAs from elite B-schools. This solidifies the argument that risk takers and bold movers are on the fastest path to a CEO job.

In India, there are few renowned B-schools who bring a Global MBA with advantages like a global curriculum delivered by industry faculty with 500+ years corporate experience and International Faculty, global students from 20+ countries, a global alumni network with the ability to have a catapult experience of becoming a CEO of a private limited company while undergoing your MBA where they set the business strategy, execute new business ideas, raise funding, manage an investment portfolio, hire fire and lead a team of 100 employees.

The recent study in India 2019 survey by GMAC (Owner of GMAT exam) conducted amongst 4400 students in 20+ countries concluded on the most desirable b-schools in the country. The NBA accredited UBS (Universal Business School, Mumbai) featured at a close 2nd place with 30% interest shown by international students.

Universal Business School, Mumbai backed by 60

UBS is the 2nd Most Attractive B-School in INDIA by Foreign Students



Global CEOs, is a b-school where the curriculum is devised with inputs from business stalwarts who face challenges on daily basis. Uniquely, UBS has partnerships with five prestigious international universities namely Cardiff Met. University (UK), Swiss School of Management (Italy), INSEEC Business School (France), University of Economics (Bulgaria) and Lincoln University (USA) offering deep market ready specialisations with a unique opportunity to work and study in Europe and USA.

5 LEVEL TRANSFORMATION DESIGNED BY GLOBAL CEOS @UBS

- Each student has to procure a consulting project where they provide a solution delving into a real-life industry problems and get paid for it.
- Student get live industry projects and undergo design thinking, preparing them for the "Business Pressure Cooker" to solve live industrial problems.
- Students undergo a 50-hour non-stop Case Blazer activity. It mirrors the time and outcome pressure in an industry, and promote a culture of unmatched work ethic.
- Students undertake an intensive four-day CapSim business strategy simulation course, making critical business decisions in real-time across the enterprise.
- The Global Thomas Reuters trading room allows students to trade in real time global stocks commodities, bonds and currencies across 75 live exchanges in 5 continents.

ADVANTAGES OF GLOBAL MBA + PGDM

Global Immersion	Internationally recognized degree	Diverse classroom experience	Make friends all over the globe
Expand your network	Move closer to your dream job	Broad scope	Expand professional footprint
Practical Learning	Strong Peer Group	Better Self-Assessment	Feed Entrepreneurial Hunger

RESEARCH OBJECTIVE

The objective of this research is to arrive at a list of top business schools offering full time management courses - including two-year courses in India. The research had 3 major modules i.e. Desk Research, Factual survey & Perceptual Rating survey. Post collection of data a methodical analysis was done to rate the various B schools that participated in the study and rank them accordingly.

The survey was executed during 1st week of January to 1st week of February 2020.

The ranking process in the current year, imbibed a holistic research module involving an objective study and a perceptual study. While the objective study is done to capture a true reflection of what exists, the perceptual study on the other hand is deemed important to comprehend how the different actors and the stakeholders perceive the B schools. Thus, these two modules in tandem help to make the ranking process more robust.

STUDY MODULES

In order to get robust data, the study was completed in the following phases -

Module 1 - Secondary Desk research

- Listing of B Schools across the country for the Survey

The first module was secondary research. Using various sources like the internet, magazines and publications, a comprehensive list of B-schools was generated. The following sources were used for the same -

- List of ranked institutions from previous surveys
- Secondary review of published information across various sources
- Inputs/ suggestions on names obtained during conducting the study

Diligent attempts were made to ensure that a comprehensive list of B-Schools was derived at. In order to achieve the same, we had the option of adding any new school name in the survey form if any respondent, during the perceptual survey mentioned any school name outside our list. Once in effect, this ensured that every B-School had a chance of getting covered in the survey if their name was mentioned by the respondents.

In totality, a list of 1000 B-Schools along with their contact details was generated. It was ensured

that all schools in the list fulfilled the above-mentioned criteria.

Module 2 - Factual Data Collection

The second module was factual data collection. This was done in order to garner the perception of the upper management of the B-Schools and their views on the functioning of the B schools, their infrastructure and the facilities they provided. The following information areas were derived into -

- Selection Process
- Affiliation/ accreditations / collaboration
- Learning Components
- Curriculum
- Faculty
- Pedagogy
- Future Orientation
- Global exposure
- Industry Interface - Interaction/ live projects/ corporate internship
- Potential to network/ alumni outreach
- Infrastructure and living experience
- Facilities provided
- Extracurricular activities
- Fee structure
- Placements

A dedicated team under the direct supervision of a senior researcher was put on job. Their tasks entailed sending regular emails and rigorous follow ups in the form of telephonic calls for timely participation and achieving completeness of information.

Module 3 - Perceptual Survey

The third module was a perceptual survey which was conducted amongst a selected set of respondents including HR professionals, faculty, young management executives, management students, aspiring students, parents of current students & parents of aspiring management students through structured questionnaires. This was done to arrive at a ranking and rating of all the listed B schools as well as any others that they are aware of.

The sample selection was done using convenience sampling method. However, the sample was spread out geographically to get better representation. This was done by selecting multiple starting points spread across the cities.

This sample survey of 1000 was conducted across 10 cities viz Delhi-NCR, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Ahmedabad, Kochi, Pune and Lucknow.

ANALYSIS OF FINDINGS

The findings from the 3 modules were combined to get a ranking of the most prominent B schools functioning across the country. Equal weightage was given to factual and perceptual scores. The final ranking was given basis a combination of both these scores.

The following steps were followed to reach to the same -

Calculation of Perceptual Score

- The perceptual scores were derived in stages by following the below mentioned methodology -
- Ratings on various parameters for each B-School
- Calculating importance of various parameters to arrive at weights for each parameter -
- regression model was used to arrive at the importance of various parameters
- Calculation of raw scores and weighted scores for each parameter
- Calculation of overall score for each B-School using importance weightage

Calculation of Factual Score

- The factual scores were derived in stages by following the below mentioned methodology -
- Collecting information corresponding to similar parameters as in the perceptual survey
- Developing a detailed scoring system for each parameter
- Post assigning scores to each parameter, calculating the raw scores
- Measuring raw scores by their importance to arrive at weighted scores
- The final score for a B-School was weighted average of Perception Score and Factual Score - equal weightage given to both.

Post assigning ranks, a list of top 100 B schools was given in alphabetical order at an overall level and zone wise and the list of Institutes who have not shared factual questionnaire, but are ranked high basis perceptual score was shared in alphabetical order

SOME CAVEATS/ASSUMPTIONS

- Best efforts were made to reach maximum B-School's and their participation was called for
- A thorough review of the Instruments and parameters was undertaken by Senior Researchers and the experts in their fields.
- 135 B - schools participated and shared the desired information with us.

- While computing the objective scores it was ensured that data was normalized on the basis of students.
- Some B-Schools that did not send complete "Fact-Sheet" within the allotted time were listed separately based on perception scores
- The schools who have not shared the factual questionnaire and have explicitly stated their unwillingness to participate in the ranking survey have been excluded from this survey
- Relatively newer B-School's which have shown noteworthy developments in the field of management education and have less than 5 batches graduated out of the B-School were included in Emerging B-School List.
- The institutes, who have shared their factual questionnaire, were asked to give self-attestation on genuineness and authentication of the information.
- The represented rankings are based on shared information. Market Xcel undertook reasonable measures to get complete and accurate information. However, any lapse or concealment of information or any part thereof that would have impacted results in any way is beyond the control of Market Xcel. Hence, we assume no responsibility towards the said.

About Market Xcel Data Matrix Pvt. Ltd.

Market Xcel Data Matrix Pvt. Ltd. is a specialized market research and consulting firm that provides research services across India, Singapore, Nepal, Bangladesh and Sri Lanka. The Brand focuses on providing actionable solutions to address key business issues. Associations with wide industry verticals and patronage from international and domestic clients both give us an edge. We understand the typicality and key requirements of each business type. The strong background of the leadership team and the employees allows Market Xcel to deliver services with distinction. Our strength lies in our fully integrated operations and technology adaptation.



We specialize in providing customized professional services on a value-for-money basis. Quality designs coupled with a thorough and detailed execution, following International Standards and Best Practices makes us the preferred choice.

We hold membership of key research associations namely ESOMAR (European Society for Opinion and Marketing Research), MRSI (Market Research Society of India), AAPOR (American Association of Policy and Opinion Research) and MRSS (Marketing Research Society of Singapore) and are guided by their principles.

If you have the right skills, there are plenty of great jobs!

It was that time of the year at Praxis Business School - the start of the campus recruitment process for the students of the July batch of the 9-month full time PG Program in Data Science.

Praxis Business School offers this very popular full time program in data science from its campuses in Kolkata & Bengaluru. Other programs offered include a 2 year AICTE approved PGDM, and full time programs in Cyber Security and Data Engineering.

The data science program is considered one of the most comprehensive courses available in India and is consistently ranked among the top 3 courses in the country.

One of the unique aspects of the program that the industry and students appreciate much is the formally organized campus recruitment process. The students who join the program

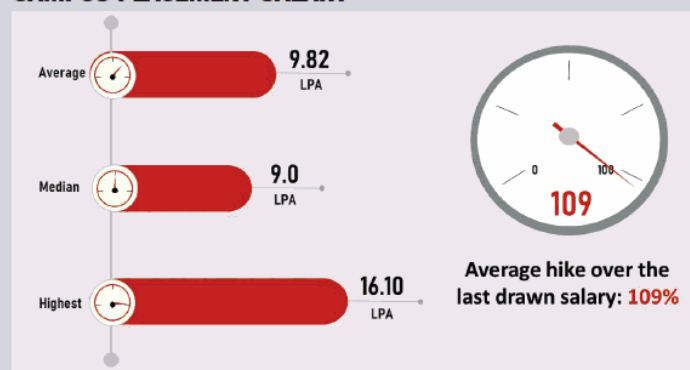
need to focus on the learning and the institution lines-up companies. And the organizations get a trained pool of data science professionals to choose from through an institute organized recruitment drive.

The campus recruitment drive on November 11, 2019 was for the students who started their course in the month of July 2019. In less than 4 months of joining the course, approximately 60% students are already boasting a job offer in the most happening and fastest growing field, Data Science!

While the Indian IT industry is witnessing a year characterized by uncertainty and layoffs, Praxis Placements Program outperformed itself with 15 companies lining up for its students as compared to 11 in the previous cycle. The message is clear - there are jobs, if you have the right skills!

Here is the snapshot of the day:

CAMPUS PLACEMENT SALARY



PLACEMENT LOCATIONS

- Mumbai
- Hyderabad
- Chennai
- Bengaluru
- Kolkata
- New Delhi

PROFILES OFFERED DURING THE CAMPUS RECRUITMENT PROCESS

- Analyst - Analytics Service
- Business Analyst
- Consultant
- Data Analyst
- Data Scientist
- Data Science Consultant
- Data Scientist Intern
- Deputy Manager
- Manager Analytics
- Management Trainee - Analytics
- Senior Analyst
- Trainee Business Analyst

RECRUITING ORGANIZATIONS

- Captive Firms**: Colgate-Palmolive, HSBC, IDFC Bank, L&T Financial Services, Landmark, ICICI Bank, Mahindra & Mahindra, SabPaisa, Iris Business Solutions, Axis Bank
- Consulting**: PwC, Genpact, Nihilent Analytics
- Specialists**: LatentView Analytics, Curl Analytics

TOP EMERGING B SCHOOLS

Institute Name	Rank-2020
University of Engineering & Management, Jaipur	1
Dr. D. Y. Patil B - School, Pune	2
Deviprasad Goenka Management College of Media Studies, Mumbai	2
Faculty of Commerce and Management, SGT University, Gurugram	3
Symbiosis Institute of Business Management, Hyderabad	4
University of Engineering and Management, Kolkata	5
Sanjay Ghodawat University, Kolhapur	5

TOP INSTITUTES - BASED ON PERCEPTION ONLY

List of institutes with high perceptual score but did not submit fact sheet (Alphabetical order)

Birla Institute of Technology & Science (BITS - Pilani), Pilani
Department of Management Studies, IIT, Delhi
Faculty of Management Studies, University of Delhi, Delhi
Fore School of Management, Delhi
Great Lakes Institute of Management, Chennai
Indian Institute of Foreign Trade, Delhi
Indian Institute of Management, Kozhikode
Indian Institute of Management, Ahmedabad
Indian Institute of Management, Indore
Indian Institute of Social Welfare and Business Management, Kolkata
International Management Institute, Delhi
Narsee Monjee Institute of Management Studies, Mumbai
Shailesh J. Mehta School of Management, Indian Institute of Technology, Mumbai
SP Jain Institute of Management and Research, Mumbai
Symbiosis Institute of Business Management, Bangalore
Xavier Institute of Management, Bhubaneswar
Xavier Institute of Management and Entrepreneurship (XIME), Bangalore
Xavier Labour Relations Institute, Jamshedpur

Disclaimer: Present survey has been exclusively conducted by an independent Research Agency named Market Xcel Data Matrix Pvt. Ltd. using stated methodology for arriving at given rankings. The publication house and its affiliates/ employees/authorized representatives/group companies are not responsible/ liable for the above rankings. Readers are advised to take an informed decision before acting upon the survey rankings.