

♦ METHODOLOGY ♦

On the 12th year of publishing *Business India's* Best B-schools Survey results, we could sense a certain maturity in the performance, line-up and year-on-year movement in key parameters, by which we judge a campus. Unlike perception scores, which most surveys in the market adopt, we preferred to use empirical data collated through a detailed questionnaire. The online survey, which also has the paper, pencil component with a printed questionnaire, elicited a relatively dull response, with around 30 per cent of the schools dropping out from the previous year's list. The number was made good by around 24 new schools responding to the survey. As with our practice, we also list a select number of schools that failed to respond to our questionnaire, with the help of data from their previous responses and from the diverse market data, including the school's Website.

Though all the schools have Websites, in terms of e-mails, there is still no stability. A stakeholders' survey was also conducted, covering the students, faculty, alumni and the recruiters. The results of which was used to test the outcome of the main survey. The stakeholders' survey attracted almost 3,000 entries. The responses covered nearly 90 B-schools spread across the country.

Stakeholders survey responses

Students: **1,750**; Faculty: **610**; Alumni: **280**; Recruiters: **240**

The 'Top Ten' listing is always a challenge, with little room for movement, owing to the overwhelming presence of the IIMs. The IIMs also have done extremely well in terms of the quality parameters, expansion of seats, faculty, course offerings, collaborations, opening of newer frontiers of research through specialised centres for excellence and, of course, high scores on the most significant counter, placements. IIM-A and IIM-B are almost equally placed and, even after we considered the stakeholders' survey results, there was no need to change the order as far as IIM-A and IIM-B were concerned. The trend was similar in the case of IIM-C too, though the stakeholders' survey firmly placed ISB over all IIMs, including IIM-C. Since we do not have complete information about ISB, which does not participate in any survey, we had no choice but to simply move the school just one notch, upsetting the order slightly. In the case of change relating to MDI too, while its performance scores had improved over that of previous year, SP Jain had a higher overall scoring, resulting in the interchange of places.

Out of the 335 schools we have listed there were changes in as many as 116 schools. While mostly the schools moved up one to several notches above their position, overall numbers of schools that slipped down were few and far between. In the first 50 ranks, Amity Business School is the only school that has moved on stronger note reflecting overall industry trend while three schools from the previous ranking list were moved to A++ category owing to lack adequate data. In the case of 136 schools there were no change reported.

In the first 50 ranks, there were 25 changes in all; with five of these relating to schools slipping down a notch or two and the rest moving up in a similar fashion with no big changes being noticed in the line. Two schools – Rajagiri College in Kochi and Indira Institute of Management, Pune – had moved in from A++ to the top ranks. Both the schools have registered spectacular growth over the years. Amity Business School is the only school that has moved on stronger note reflecting overall industry trend.

In the case of the next 40 ranks, one could see some course corrections, such as Amity moving up several notches, though there has been hardly any addition to the list, apart from Rajagiri School, Kochi; Amrita, Coimbatore; and Indira, Pune. Regional trend indicators show that the metros scored high on performance, with most of the schools going in for collaborations and international accreditations, as well as having stronger industry interface and scoring heavily on the intellectual interface scores.

How did we calculate: The questionnaire we used had 12 sections, which tried to capture campus specialisations, student admissions, Website details, journal publishing, pedagogy & curriculum design, faculty profiles, publication and support, library data, income and expenditure of the school, student support facilities, industry outreach, international linkages, corporate training, consulting, brand building and growth of a business school. The total number of marks assigned was 1,000 – distributed across the various sections of the questionnaire. And, based on the responses, we worked out the final scores going by our score sheet, which contained 10 heads, with brand-equity taking up 25 percentile points.

The subjective data culled out of the category-wise stakeholders' survey, which ran parallel to the main survey, was used while calculating brand-equity.

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