



PERCEPTION SURVEY

IIMs all the way

A perception study among our readers places IIMs on the top

Which is your favourite school? There can be as many diverse answers to this question, as there are schools. “For business management, it would be IIM Ahmedabad, its academic rigour and industry recognition being the best; for human resources management, XLRI Jamshedpur is the undisputed leader, with great ambience and alumni bonding. Outside the country, it’s Harvard for general management, Wharton for finance and North-western Kellogg for marketing,” offers N.S. Rajan, partner human capital, Ernst & Young.

“It would be Tata Institute of Social Sciences (TISS) for social work, health, hospital administration and development all put together, IIM A for its legacy and branding, ISB for its one-year MBA of global repute, and XLRI, which balances the academic rigour with self development,” says Bimal Rath, head, HR (South Asia), Nokia.


L. Surendra, director on the board of Fluro Electronics, Bangalore, would prefer to put all the eggs in one basket – his alma mater TASMAC. Pushpa Kumar, Graduate Business School, Strathclyde, Glasgow, UK, would prefer IIMs for their placements, alumni satisfaction, industry interface and innovations, followed by ISB.

As a part of the current year’s annual survey of the best business schools in India, *Business India* launched an experimental survey to gauge the users’ satisfaction of the B-school process and invited the visitors to the B-school survey Website www.bib-schoolsurvey.com to fill out a brief questionnaire which, among other things, sought them to choose their favourite school on the basis of their personal satisfaction perception.

Though only in the first year of its launch and lacking in any publicity or promotion, the perception survey attracted a diverse range of audience numbering around 221, who represented broad selection of industry managers from private corporate sector, business schools, public sector undertakings and a handful of international companies located in India.

An analysis of the response to the survey also revealed that most people who crossed the middle age preferred older schools of repute like the IIMs, XLRI, FMS, etc, while the younger lot of managers were willing to overwhelmingly bet on ISB, Symbiosis, Fore school, IIPM, ICFAI Business school, and also their respective alma maters like Skyline Business School, Loyola School, IBAT, etc. As a result, the range of schools that figured in our study had become large, even though we list the first five on the basis of the top scores that they received from our study. The scores have been normalised within each category to present the best possible selection within each parameter.

MOST SATISFACTORY B-SCHOOLS



Rank	Institute	Score
1	IIMs*	9
2	ISB	8.5
3	XLRI	8
4	Symbiosis**	7
5	FMS	6

*IIMA, IIMB, IIMC, IIML, IIMK, IIMI
 **SCMHRD, SIBM, SIMS, SCIT

Reader’s choice

We had asked our readers to select five favourite schools and rate them on a scale of 1-10 for each of the six different parameters, namely placements, alumni satisfaction, industry interface, student quality, international diversity and innovation/creativity.

In the final analysis, quite naturally, IIMs, clubbed as one, topped the list among the five most satisfactory schools from our study, securing nine points on a scale of 10, followed by ISB (no guesses here),

XLRI, Symbiosis (once again clubbed together, based on their common brand name) and FMS, Delhi. In a study like this, where we set out to list only top five schools based on our reader’s ranking, such clubbing based on a common brand name cannot be avoided.

“My preference would be IIM C/IIM B, as these institutions have stood the test of time in consistently producing world-class managers we can be proud of,” comments Marcel Parker, president, HR, Raymonds Limited. Namrata Bagaria, solution manager, ICICI Bank at Kolkata, however, preferred to put her bet on MDI, her alma mater.

In the analysis of the break-up of satisfaction scores, one could see that IIMs lost out to ISB only on one count, namely international diversity. However, even though second in overall scores, ISB had lost the second position to XLRI on student quality. FMS was a notch higher than Symbiosis only in the case of international diversity perception of our readership. The Pune-based Symbiosis Group of Schools enjoyed a strong brand recall and brand perception, as was seen by the overwhelming preference for the school.

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