


# CHRONICLE

Nurturing Talent Since 1990

## 9<sup>TH</sup> ALL INDIA B-SCHOOL SURVEY 2018





**KVIM BUSINESS SCHOOL**  
[KV Institute of Management and Information Studies]  
Approved By AICTE | Affiliated to Anna University

# MBA/Ph.D

**WHY CHOOSE KV?**

- No Donation or Caption
- Nationally Ranked by Many Magazines
- 100% Placement Record (Since Inception)
- Highly Qualified Faculty From India & Abroad
- Students Development Programs that are Proven, Time, Tried & Promising
- Wi-fi Hostel & Academic Block AC Classrooms per International Standard
- On-Campus Hostel & Transportation Available Easy Access From All Places
- Leader in Online Library, Paper-Free Classes Using Portal Technology
- Guaranteed Scholarship and Bank Loans\*

▪ Marketing    ▪ Human Resource    ▪ Operations    ▪ Digital Marketing\*  
▪ Finance        ▪ Systems                                ▪ Logistics and Supply Chain\*

**Admission Hotline**  
95007 77781, 98430 86670

545 Sathy Main Road, Coimbatore, Tamilnadu, INDIA.  
Ph : 0422 - 6553994, 8489553994 | E-mail : admissions@kvimis.co.in  
Web : www.kvimis.co.in

# The Methodology

Despite of economy slowdown, MBA/PGDM is still one of the most coveted post-graduate programs in the country. Professional management programs are based on the premise that people can learn to manage business situations more effectively and precisely. However, mushrooming of a number of institutions/B-schools providing business management education/courses in the country is diluting the prestigious degree. The gulf between the top business schools and run-of-the-mill institutions is widening. While India's top business schools are increasingly being recognized internationally, the remaining thousands of management institutes in the country are struggling even to fill their empty seats.

Eventually it is needed to separate the wheat from the chaff and bring out the best B-Schools in the country. "Civil Services Chronicle" invites Business institutes/schools to participate and provide their objective data for Best B School Survey 2018. The research team designed a structured Questionnaire based on certain parameters. The study had following major steps.

## Step 1: Desk Research & Factual Data Collection

A comprehensive list of MBA institutes was generated with the help of internet, magazines and other publications. The various sources used for generation of MBA institute list included: AICTE/ AIU/ UGC approved list of institutes/ universities, List of institutes/ universities from previous surveys which offers 2 years full time Programme in Management. Initially a list of 600 B-Schools was compiled by the research team. It was pre-decided that only 3 years old schools are included. The questionnaire was sent to all the B-Schools. A web link [www.chronicleindia.in](http://www.chronicleindia.in), is also provided on the website to download the questionnaire form. Factual info was collected in the month of October 2016 through the questionnaire. 75 colleges responded with information, and out of which 60 colleges are considered for analysis and 15 colleges did not meet the criteria set by the research team (such as institutes which are not working from 3 years and lack of supporting documents). Factual data sheet was focused on the following information areas:

- General information of the institute: Establishment, Institute type, Affiliation etc.
- Selection criteria
- Infrastructure.
- Faculty
- Intellectual capital
- Industry interface
- Placement
- Alumni chapter – National & International

## Step 2: Validation of data through physical Survey

In this step, the research team of Chronicle physically visited in many participating B-Schools. The team interacted with the directors, faculty members, current students, academicians. The data was validated and different parameters were critically analyzed. A sample survey was conducted in select cities like Delhi-NCR, Ambala, Panipat, Jaipur and so on. Certain respondent

categories were interviewed to evaluate a MBA institute viz. those who had the experience of such Institutes. The respondent categories included:

- **Experiential**
  - ❖ Faculties of MBA Institutes
  - ❖ Alumnus of MBA Institutes
  - ❖ HR Consultants who hire from MBA Institutes
- **Perceptual**
  - ❖ Students aspiring to take admission in a MBA Institute
  - ❖ Parents of students aspiring for admission in a MBA Institute.

## Step 3: Analysis: Final Ranking of MBA Institute

A robust approach was followed to arrive at the final rankings. The step by step process is given below:

- **Perceptual Score**
  - ❖ Ratings on various parameters for each institute
  - ❖ Calculating importance of various parameters to arrive at weights for each parameter – we used a regression model to arrive at the importance of various parameters.
  - ❖ Calculation of raw scores and weighted scores for each parameter.
  - ❖ Calculation of overall score for each institute using important weightages.
- **Factual Score**
  - ❖ The information collected corresponded to similar parameters as in the perceptual survey. A detailed scoring system was developed for each parameter.
  - ❖ After assigning scores to each parameter, raw scores were calculated.
  - ❖ The final institute score was calculated as in the perception survey.
  - ❖ The final score for a MBA institute was an average of Perception Score and Factual Score - equal weightage (50:50) was given to both.
  - ❖ There were some newly established MBA Institutes that showed very good performance even though they have been established only recently and hence were not eligible for main rankings. However, it would have been an omission if they were not mentioned both from the point of view of readers as well as from other colleges' perspective. To make a mention of such colleges, we created a category of "Emerging MBA Institutes" which fulfilled the following criteria:
    - ❖ As per the score allotted to each, the colleges were categorized by giving different ratings-A + + +, A + +, A +, A. B + + and B +.
    - ❖ The Rating has been presented statewide, citiwise & alphabetically.
    - ❖ The Placement data was critically analysed, This year in our survey, we have presented the average package offered by different stream of companies graphically.



**25 years**  
of proven  
track record

**“We are What we repeatedly do,  
Excellence, therefore, is not an act, but a habit”**  
- Aristotle

**Holistic | Transformative | Intellectual | Socially Responsive**



# PGDM

**(XXVth Batch)**

**(Approved by AICTE since 1993,  
Accredited by NBA since 2004  
and Equivalent to MBA by AIU since 2004)**

## Highlights

**A Grade**  
Accredited by  
NAAC

**300+**  
Recruiters

**4000+**  
Alumni with Chapters in  
Dubai, Delhi, Jaipur,  
Mumbai, Hyderabad

**43rd**  
Ranking  
given by NIRF

**90+**  
Faculty from various  
Industry and Academic  
background

**Global  
Academic  
Alliances**

Regular Curriculum  
Update as per  
industry requirement

- PAN India Character with students from across the country
- Holistic teaching, Empirical Research, Strong Industry Linkages, Updated Syllabi and Proven Pedagogy
- Regular industry interface through Short duration internships, Guest sessions, Industry visits, Alumni interactions, etc.
- Hostel facility exclusively for boys and girls
- The institute is now going beyond National boundaries. Several Global Academic Alliances have been signed with some reputed institutions and universities worldwide.

## Industry Associations and Key Recruiters



## Rankings & Awards

**Ranked 4th  
in Delhi**  
by  
Business  
World

**Ranked 13th  
in India  
(North)**  
by Times of  
India

**Ranked 5th on All  
India Basis  
(Placement)** by  
Business &  
Management Chronicle

**Ranked 9th in  
Top B-School of  
Super Excellence** on  
All India Basis by  
CSR

**Best  
B-School Award  
in  
India - North**  
by ASSOCHAM

**Best Management  
Institute for Quality  
Intake Students** by  
Education Post

## Jagan Institute of Management Studies

3, Institutional Area, Sector-5, Rohini, New Delhi-110085 Tel.: 45184000/ 01/ 02/ 03 Helpline No. 9871097501

Email: admissions@jimsindia.org Website: www.jimsindia.org

Note : In accordance with Supreme Court order "Ragging" is strictly prohibited and considered a punishable offence in our Institute.

# Gradings

## A+++

### Delhi/NCR

- Department of Management Studies, Indian Institute of Technology, New Delhi.
- Faculty of Management Studies, University of Delhi, New Delhi.
- Indian Institute of Foreign Trade, New Delhi.

### Maharashtra

- Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune.
- National Institute of Industrial Engineering, Mumbai.
- Symbiosis Institute of Operations Management, Nashik

### Odisha

- International Management Institute, Bhubneshwer.
- Xavier Institute of Management, Xavier University, Bhubneshwer.

## A++

### Delhi/NCR

- Institute of Management Studies, Ghaziabad.
- Jagan Institute of Management Studies, New Delhi.
- Jagannath International Management School, New Delhi.

### Gujarat

- M.S. Patel Institute of Management Studies, Vadodra.

### Kerala

- SCMS School of Technology and Management, Kochi.

### Karnataka

- Prin. L.N Welingkar Institute of Management Development and Research, Bangaluru.
- School of Management, Manipal University, Manipal.

### Maharashtra

- Dr. D.Y.Patil Institute of Management and Research Pune.

### Punjab

- Chandigarh Business School of Administration, Mohali.

### Tamil Nadu

- K V Institute of Management and Information Studies, Coimbatore

## A+

### Delhi/NCR

- G L Bajaj Institute of Management and Research, Gr. Noida
- Institute of Advanced Management and Research, Ghaziabad.
- Jaipuria Institute of Management, Ghaziabad.

### Kerala

- Rajagiri Center for Business Studies, Kochi

### Maharashtra

- International School of Business & Media, Pune
- Suryadatta Institute of Management, Pune

### Madhya Pradesh

- Prestige Institute of Management and Research, Indore

### Tamil Nadu

- KCT Business School, Coimbatore

### Telangana

- Institute of Public Enterprise, Hyderabad

## A

### Karnataka

- St. Aloysius Institute of Management and Information Technology, Ullal

### Maharashtra

- Balaji Institute of International Business (BIIB), Pune
- Lala Lajpat Rai Institute of Management, Mumbai
- Vivekanand Education Society, Institute of Management Studies & Research, Mumbai

### Madhya Pradesh

- Prestige Institute of Management, Gwalior

### Rajasthan

- Taxila Business School, Jaipur

### Tamil Nadu

- Sona School of Management, Salem

### Uttarkhand

- IMS Unison University, Dehradun

## B++

### Madhya Pradesh

- IPS Academy, Institute of Business Management & Research, Indore
- Prestige Institute of Management, Dewas

### Telangana

- Dhruva College of Management, Hyderabad
- Warangal Institute of Management, Warangal

### Tamil Nadu

- Hindustan Institute of Technology and Science School of Management, Cheenai

### Uttar Pradesh

- Teerthanker Mahaveer Institute of Management & Technology, Moradabad

## B+

### Gujarat

- Faculty of Management, Marwadi Education Foundation's Group of Institutions, Rajkot

### Madhya Pradesh

- Vidyasagar Institute of Management, Bhopal

### Maharashtra

- Dr V N Bedekar Institute of Management Studies, Thane
- Sheila Raheja School of Business Mgmt. & Research, Mumbai

### Tamil Nadu

- Sri Sai Ram Institute of Management Studies, Cheenai



**ADMISSION OPEN**  
**PGDM**

**2018-2020**

**HIGHLIGHTS**

- Approved by AICTE, Accredited by NBA and recognised by Association of Indian Universities (AIU) as equivalent to MBA
- 100 % placement since inception. Median Package of Rs. 8.05 Lacs CTC for PGDM (2015-17)
- International collaboration with EGADE B School, Mexico; ESC

**RANKINGS**

- 2<sup>nd</sup> Among Outstanding B-school of Excellence by CSR-GHRDC B- School survey 2017
- 4<sup>th</sup> Best business school- by Beyond IIMs B-School Survey-2016,

**ELIGIBILITY CRITERIA**

- A three-year bachelor's degree (10+2+3) or equivalent in any discipline from a

**SCHOLARSHIP**

- Merit scholarship: Up to Rs. 1 lakh for applicants having a first-class career and securing at least 75 percentile in CAT/XAT/CMAT and at least 75 percentile in

**Tuition fee waiver for eligible candidates**

For More details Visit : [www.imibh.edu.in](http://www.imibh.edu.in)

**OUR RECRUITERS**


### Top Ten Institutes in Terms of Academics

- Department of Management Studies, Indian Institute of Technology, New Delhi
- Faculty of Management Studies, University of Delhi, New Delhi
- K V Institute of Management and Information Studies, Coimbatore
- Institute of Management Studies, Ghaziabad
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi
- Jaipuria Institute of Management, Ghaziabad
- International Management Institute, Bhubaneswar
- Prin. L. N. Welingkar Institute of Management Development & Research, Bengaluru
- Xavier Institute of Management, Xavier University, Bhubaneswar

### Top Ten Institute in Terms of Intellectual

- Department of Management Studies, Indian Institute of Technology, New Delhi
- Indian Institute of Foreign Trade, New Delhi
- International Management Institute, Bhubaneswar
- K V Institute of Management and Information Studies, Coimbatore
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi
- SCMS School of Technology and Management, Kochi
- Symbiosis Institute of Operations Management, Nashik
- Xavier Institute of Management, Xavier University, Bhubaneswar
- Prestige Institute of Management and Research, Indore

### Top Ten Institutes in Terms of Infrastructure

- Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
- Department of Management Studies, Indian Institute of Technology, New Delhi
- International Management Institute, Bhubaneswar

- Dhruva College of Management, Hyderabad
- Faculty of Management Studies, University of Delhi, New Delhi
- G.L. Bajaj Institute of Management and Research, Greater Noida
- IMS Unison University, Dehradun
- International School of Business & Media, Pune
- KCT Business School, Coimbatore
- Xavier Institute of Management, Xavier University, Bhubaneswar

### Top Ten Institutes in Terms of Admission Process

- Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
- Department of Management Studies, Indian Institute of Technology, New Delhi
- K V Institute of Management and Information Studies, Coimbatore
- International Management Institute, Bhubaneswar
- Faculty of Management Studies, University of Delhi, New Delhi
- Indian Institute of Foreign Trade, New Delhi
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi
- School of Management, Manipal University, Manipal
- Xavier Institute of Management, Xavier University, Bhubaneswar

### Top Ten Institutes in Terms of Placement

- Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
- Faculty of Management Studies, University of Delhi, New Delhi
- K V Institute of Management and Information Studies, Coimbatore
- International Management Institute, Bhubaneswar
- Institute of Management Studies, Ghaziabad
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi

## Developing Budding Managers with a Global Mindset

The economic downturn of 2008 led Professors of the world's top MBA programs scurrying to update their courses to address the economic, strategic and ethical factors behind the global financial crisis. A decade later the world in order to protect its humanity and economy is aspiring to build world class businesses, financially robust across business cycles, with global stewardship as the dominant business logic. Hence the current onus on B-Schools is to develop leaders who can envision and create a world of inclusive globalization based on the Golden Rule of Humanity. At JIMS, in line with our vision, we are fully committed to developing global professionals and entrepreneurs who exemplify human values, are socially responsible citizens and can create and disseminate practitioner-oriented knowledge that will integrate the world's societies. Our distinguished Board of Studies and Research, which constantly tracks global changes, has this year redesigned the PGDM Curriculum by incorporating core and elective courses such as Business Analytics and Consulting, Entrepreneurship, Financial Analysis and Fraud Management, Leading Global Teams and Cross – Cultural Management. This is in addition to the courses in Business Values and Ethics and Governance and Sustainability introduced last year to meet industry requirements. In conclusion it needs to be emphasized that in line with our vision we will endeavor to cultivate in our students a global mindset competence that is passionately oriented towards a world of inclusive globalization. To this end our strategic focus in future will continue to address areas of curriculum design that will stimulate students to reason critically and holistically, using qualitative and quantitative methods, to advance the cause of all our stakeholders.

– Dr. Amit Gupta  
(Chairman Jims Kalkaji)



## Jagannath International Management School

Accredited by NAAC (National Assessment and Accreditation Council)

### Your Journey of Corporate Life Begins Here!

Applications invited for admission to the following AICTE Approved Programmes

Two Year Full Time (2018-2020)

**PGDM**

16th Batch

**PGDM**

9th Batch

International Business

Equivalence to MBA by AIU



### Our excellence lies in the following superior attributes:

Dual Specialization from Marketing, Finance, HR, Entrepreneurship, Business Analytics

Comprehensive Curriculum with Digital Marketing, Big Data Analytics, VC & Private Equity, International Trade, Cross Cultural Management, Financial Technology, Entrepreneurial Innovation

International ISO quality Certification, PGDM Equivalence to MBA by AIU & Accreditation by NAAC

Eminent Faculty from FMS, IIFT, SRCC, MDI, & Corporates

International Collaborations with NTU - Singapore, Westminster University - UK, Nyenrode Business School - Amsterdam, Cologne University of Applied Sciences, Germany, University of Newfoundland - Canada

Educational Trip to NTU Singapore

Corporate Interface through Guest Lectures, Industrial Visits, Live Projects, SIP, Mentoring Programs.

Opportunity to learn three Foreign Languages French, German & Chinese

State-of-the-Art Infrastructure

AC classrooms fitted with LCD & Audio Visual Teaching aids

• Rich computerized library with National - International Journals & E-Journals • Ultra Modern Conference & Seminar Halls and Auditorium

#### Collaboration with



National HR Development Network  
Delhi & NCR Chapter



National Entrepreneurship  
Network Association



Global Compact  
Network India

### World Class Curriculum, International Exposure, Student Exchange Programme with Foreign Universities



JIMS Kalkaji awarded  
**"Best Industry Interface"**  
Dewang Mehta Award



JIMS Kalkaji awarded  
**Best B-School** for  
"Industry Related Curriculum"  
in International Business

Ranked  
**A+++**  
by Career 360 (2016)

Ranked **16th**  
"Best B-School in  
North India" by TOI  
B-School Survey (2017)

Ranked  
**A+++**  
by Business India (2016)

## Jagannath International Management School

MOR Pocket 105, Kalkaji, New Delhi-110019 Ph: +91-11-40619200 (100 Lines)

Helpline: 09868239472, 9953892274 Toll free: 1800112074 Email: admission@jagannath.org [www.jagannath.org](http://www.jagannath.org)

In accordance with Supreme Court order "Ragging" is strictly prohibited and considered a punishable offence in our Institute



- Jaipuria Institute of Management, Ghaziabad
- Prin. L. N. Welingkar Institute of Management Development & Research, Bangaluru
- Symbiosis Institute of Operations Management, Nashik

### Top Ten Institutes in Terms of Industry Interaction

- Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
- Department of Management Studies, Indian Institute of Technology, New Delhi
- K V Institute of Management and Information Studies, Coimbatore
- Faculty of Management Studies, University of Delhi, New Delhi
- Indian Institute of Foreign Trade, New Delhi
- Institute of Management Studies, Ghaziabad
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi
- SCMS School of Technology and Management, Kochi
- Symbiosis Institute of Operations Management, Nashik

### Top Colleges Offering Sector Specific Courses

Name of Colleges	Stream of Specialization
Balaji Institute of International Business (BIIB), Pune	Entrepreneurship Development
Bharati vidyapeeth university, Institute of Management & Entrepreneurship Development, Pune	IB
Indian Institute of Foreign Trade, New Delhi	IB & Trade
Institute of Public Enterprise, Hyderabad	Banking Insurance & Financial Services & Practicing Executive
International School of Business & Media, Pune	"Supply Chain & Operations Management & Media
Xavier Institute of Management, Xavier University, Bhubaneswar	Rural Management
Symbiosis Institute of Operations Management, Nasik	Operation Management
Teerthanker Mahaveer Institute of Management & Technology, Moradabad	Logistic & Shipping

### Top Ten Institutes in Terms of ROI

- Department of Management Studies, Indian Institute of Technology, New Delhi
- Faculty of Management Studies, University of Delhi, New Delhi
- Indian Institute of Foreign Trade, New Delhi
- K V Institute of Management and Information Studies, Coimbatore
- Institute of Management Studies, Ghaziabad
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi
- National Institute of Industrial Engineering, Mumbai
- Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune
- Symbiosis Institute of Operations Management, Nashik

### Top Emerging Colleges

- International Management Institute, Bhubneswar
- Faculty of Management, Marwadi Education Foundation's Group of Institutions, Rajkot
- Prin. L.N Welingkar Institute of Management Development and Research, Bangaluru
- K V Institute of Management and Information Studies, Coimbatore
- G L Bajaj Institute of Management and Research, G. Noida
- Dr VN Bedekar Institute of Management Studies, Thane
- Institute of Advanced Management and Research, Ghzd.
- KCT Business School, Coimbatore
- SCMS School of Technology and Management, Kochi
- Balaji Institute of International Business (BIIB), Pune

### Top Institutes in Delhi/NCR

- Department of Management Studies, Indian Institute of Technology, Delhi
- Faculty of Management Studies, Univ. of Delhi, N. Delhi
- Indian Institute of Foreign Trade, New Delhi
- Jagan Institute of Management Studies, New Delhi
- Jagannath International Management School, New Delhi

### Top Institutes in East India

- International Management Institute, Bhubaneswar
- Xavier Institute of Management, Bhubaneswar

### Top Institutes in North India

- Chandigarh Business School of Administration, Mohali
- IMS Unison University, Dehradun
- Teerthanker Mahaveer Institute of Management & Technology, Moradabad

### Top Institutes in South India

- Hindustan Institute of Technology and Science School of Management, Chennai
- Institute of Public Enterprise, Hyderabad
- K V Institute of Management and Information Studies, Coimbatore
- Prin. L.N Welingkar Institute of Management Development and Research, Bangalore
- Sona School of Management, Salem
- St. Aloysius Institute of Management and Information Technology, Ullal

### Top Institutes in West India

- Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune
- Balaji Institute of International Business (BIIB), Pune
- Dr. D.Y. Patil Institute of Management and Research, Pune
- International School of Business & Media, Pune
- Lala Lajpat Rai Institute of Management, Mumbai
- Symbiosis Institute of Operations Management, Pune ■