

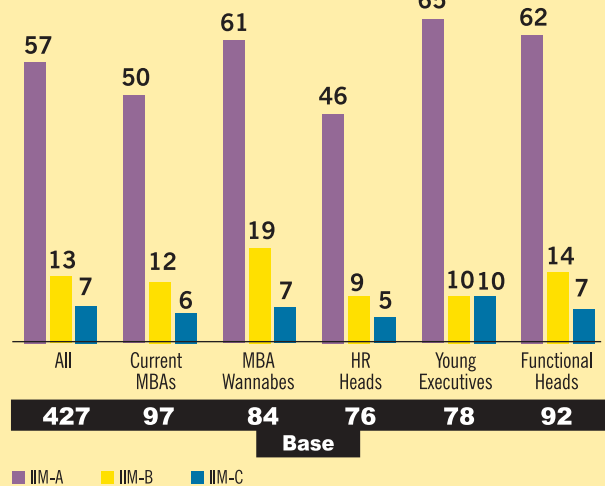
The Best B-schools: A Numerical Analysis

My Consideration Set

	All	Current MBAs	MBA Wannabes	HR Heads	Young Executives	Functional Heads
Base: All Respondents	427	97	84	76	78	92
IIM-A	73	75	73	58	80	78
IIM-B	66	78	74	49	68	58
IIM-C	56	65	62	43	59	50
XLRI	46	39	39	50	55	47
IIM-L	41	46	44	34	41	37
Symbiosis-Pune	37	24	39	38	46	39
FMS-Delhi	31	40	36	18	28	32
IIM-I	30	19	39	30	31	34
S.P.Jain	28	30	27	20	33	29
JBIMS-Mumbai	23	24	26	20	18	25

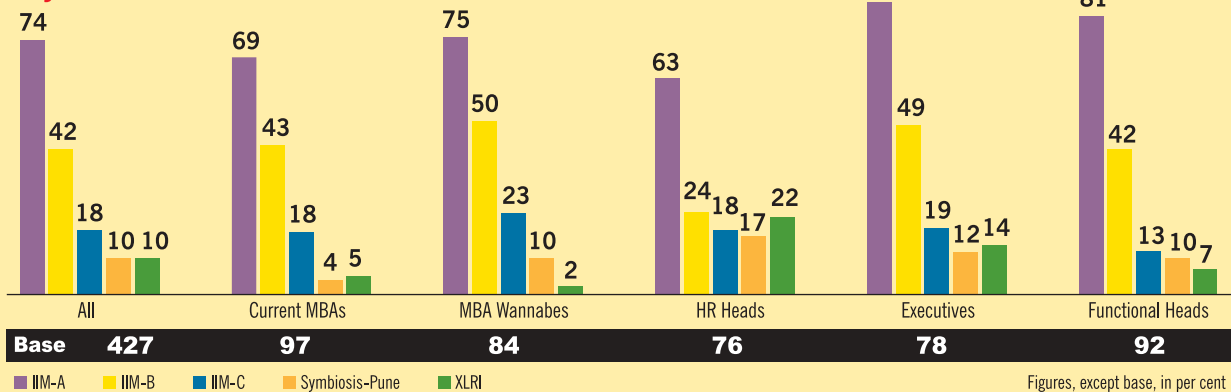
Figures, except base, are in per cent and represent proportion of respondents that would consider joining or recruiting from a particular B-school

I Would Recommend



Figures, except base, are in per cent and represent proportion of respondents that would recommend a particular B-school

My Favourite School Is



Figures, except base, in per cent

Brand Equity: The Eight Attributes That Matter

Reputation

- Ranking of school
- Knowledge of subject
- Toughest admission exam
- Achievements of alumni
- International recognition

Infrastructure

- High speed internet connectivity
- Library and computer facilities
- Financial assistance
- Location
- High standard hostelry

Placement

- 100 per cent placement
- Multiple placement options

Faculty

- Quality of research
- Visiting professors
- Training

Specialisation

- Known for marketing programme
- Known for mass media programme
- Known for finance programme

Quality of Placement

- Highest average salary
- Global placement opportunities

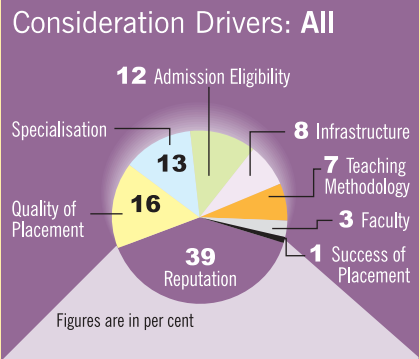
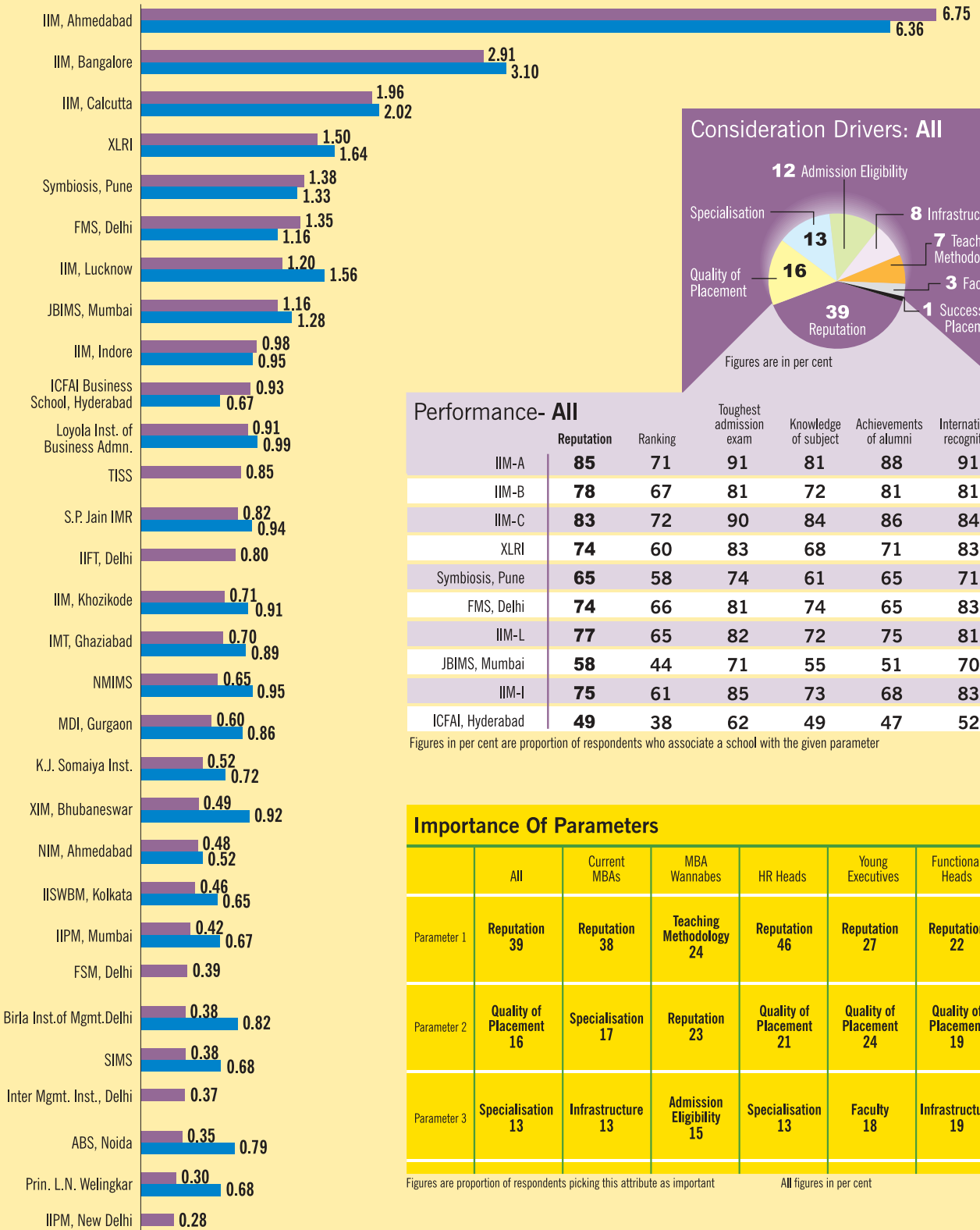
Teaching Methodology

- Student faculty ratio
- Teaching methodology
- Counselling
- Industry exposure

Admission Eligibility

- Work experience
- Exclusively for engineers

India's Best B-School Brands



Performance- All						
	Reputation	Ranking	Toughest admission exam	Knowledge of subject	Achievements of alumni	International recognition
IIM-A	85	71	91	81	88	91
IIM-B	78	67	81	72	81	81
IIM-C	83	72	90	84	86	84
XLRI	74	60	83	68	71	83
Symbiosis, Pune	65	58	74	61	65	71
FMS, Delhi	74	66	81	74	65	83
IIM-L	77	65	82	72	75	81
JBIMS, Mumbai	58	44	71	55	51	70
IIM-I	75	61	85	73	68	83
ICFAI, Hyderabad	49	38	62	49	47	52

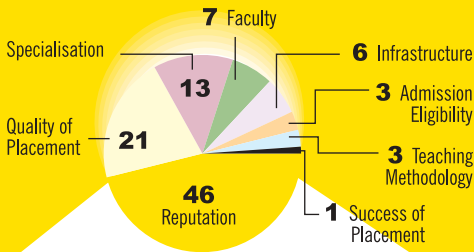
Figures in per cent are proportion of respondents who associate a school with the given parameter

Importance Of Parameters						
	All	Current MBAs	MBA Wannabes	HR Heads	Young Executives	Functional Heads
Parameter 1	Reputation 39	Reputation 38	Teaching Methodology 24	Reputation 46	Reputation 27	Reputation 22
Parameter 2	Quality of Placement 16	Specialisation 17	Reputation 23	Quality of Placement 21	Quality of Placement 24	Quality of Placement 19
Parameter 3	Specialisation 13	Infrastructure 13	Admission Eligibility 15	Specialisation 13	Faculty 18	Infrastructure 19

Figures are proportion of respondents picking this attribute as important. All figures in per cent

Figures are brand equity indices out of a maximum of 10. Legend: 2004 (purple), 2003 (blue)

Consideration Drivers: HR Heads



Figures are in per cent

Performance: HR Heads

	IIM-A	IIM-B	IIM-C	XLRI	Symbiosis, Pune	FMS, Delhi	JBIMS, Mumbai	IIM-L	IIM-I	ICFAI, Hyd
Reputation	93	76	86	87	72	70	63	68	85	59
Ranking	76	64	74	67	59	44	43	47	70	35
Toughest admission exam	100	88	91	96	77	83	81	79	95	75
Knowledge of subject	92	72	91	88	68	72	67	68	85	55
Achievements of alumni	100	68	83	88	73	67	52	63	80	60
International recognition	96	80	87	96	82	83	71	84	95	70

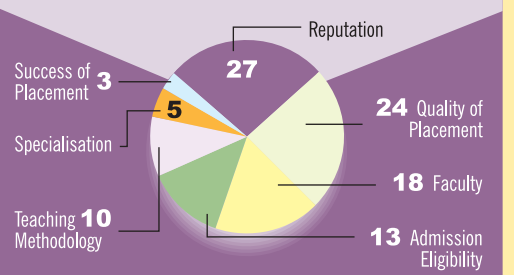
Figures in per cent are proportion of respondents who associate a school with the given parameter

Performance: Young Executives

	IIM-A	IIM-B	IIM-C	XLRI	Symbiosis, Pune	FMS, Delhi	IIM-L	JBIMS, Mumbai	IIM-I	ICFAI, Hyd
Reputation	86	68	80	67	59	74	69	44	66	34
Ranking	67	50	61	50	57	68	57	29	53	29
Toughest admission exam	92	82	87	83	65	79	78	53	84	53
Knowledge of subject	83	61	83	63	52	79	61	47	47	35
Achievements of alumni	88	71	91	54	61	58	70	35	58	29
International recognition	96	64	83	67	61	79	70	53	74	35

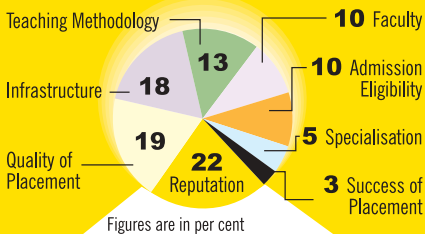
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Consideration Drivers: Young Executives



Figures are in per cent

Consideration Drivers: Functional Heads



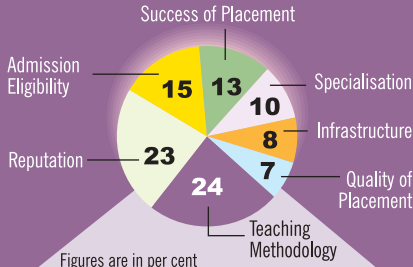
Figures are in per cent

Performance- Functional Heads

	Reputation	Ranking	Toughest admission exam	Knowledge of subject	Achievements of alumni	International recognition
IIM-A	81	65	90	74	90	84
IIM-B	82	72	72	78	81	91
IIM-C	91	81	100	89	96	92
XLRI	71	52	78	63	74	82
Symbiosis, Pune	67	64	75	57	64	71
FMS, Delhi	73	57	86	76	52	81
IIM-L	84	72	83	72	86	93
JBIMS, Mumbai	57	42	75	58	46	67
IIM-I	80	60	88	76	80	88
ICFAI, Hyderabad	56	42	73	73	46	54

Figures in per cent are proportion of respondents who associate a school with the given parameter

Consideration Drivers: MBA Aspirants



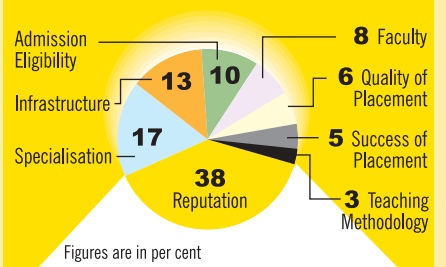
Figures are in per cent

Performance- MBA Wannabes

	Teaching methodology	Counselling	Excellent teaching methodology	Student faculty ratio	Good industry exposure
IIM-A	76	74	85	59	85
IIM-B	78	79	88	67	79
IIM-C	79	89	77	58	92
XLRI	74	75	80	60	80
Symbiosis, Pune	57	58	71	42	58
FMS, Delhi	77	73	87	60	87
IIM-L	72	72	83	50	83
JBIMS, Mumbai	39	57	29	29	43
IIM-I	80	82	86	55	96
ICFAI, Hyderabad	36	36	43	29	36

Figures in per cent are proportion of respondents who associate a school with the given parameter

Consideration Drivers: Current MBA



Figures are in per cent

Performance- Current MBAs

	Reputation	Ranking	Toughest admission exam	Knowledge of subject	Achievements of alumni	International recognition
IIM-A	88	81	94	88	84	91
IIM-B	87	80	77	87	97	90
IIM-C	79	72	90	72	86	83
XLRI	76	74	78	70	70	96
Symbiosis, Pune	71	68	73	73	68	77
FMS, Delhi	76	79	83	71	75	79
IIM-L	89	85	85	92	89	92
JBIMS, Mumbai	67	56	74	59	67	82
IIM-I	72	63	83	75	63	79
ICFAI, Hyderabad	51	46	58	39	54	54

Figures in per cent are proportion of respondents who associate a school with the given parameter

Reputation	Quality of Placement	Faculty	Specialisation
Success of Placement	Infrastructure	Teaching Methodology	Admission Eligibility
			66 47
			61 52
			69 52
			52 39
			55 39
			62 43
			60 52
			49 44
			64 44
			6 38

Performance- Young Executives

	Reputation	Quality of Placement	Faculty	Specialisation				
	Success of Placement	Infrastructure	Teaching Methodology	Admission Eligibility				
IIM, Ahmedabad	86	92	90	75	89	77	71	50
IIM, Bangalore	68	71	73	69	75	69	51	46
IIM, Calcutta	80	87	87	84	90	88	70	52
XLRI	67	71	81	64	76	66	65	35
Symbiosis, Pune	59	61	65	63	65	67	49	35
FMS, Delhi	74	71	74	72	68	82	63	50
IIM, Lucknow	69	76	76	69	77	70	52	50
JBIMS, Mumbai	44	59	47	48	53	50	45	35
IIM, Indore	66	74	76	74	84	76	51	42
ICFAI, Hyderabad	34	32	38	47	51	37	33	15

Figures in per cent are proportion of respondents who associate a school with the given parameter