

GRAPHICS BY PINAKI PAUL

Figures are brand equity indices out of a maximum of 10

## The Best By Numbers

IIM-A is still #1 but its brand equity score has dipped considerably.

■ 2005 ■ 2004 ■ 2003

## Across Respondent Categories

IIM-A is the clear #1 across categories.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	5.48	6.42	5.38	4.02	5.55	5.57
IIM-B	2.44	3.8	2.92	1.16	1.83	1.51
FMS, Delhi	2.09	2.54	2.25	1.38	2.12	2.16
IIM-C	1.95	1.65	2.78	1.37	1.49	2.1
XLRI, Jamshedpur	1.53	0.97	1.15	2.43	2.17	0.95
IIM-L	1.5	1.03	1.43	2.17	1.63	1.39
IIFT	1.33	2.1	0.97	1.6	1.34	0.85
Symbiosis	1.26	0.83	1.87	1.38	1.25	0.94
JBIMS	1.21	0.75	1.87	1.29	0.89	1.18
NMIMS	1.1	0.81	0.7	1.32	1.87	0.66

Figures are percentage of respondents across categories

## B-schools That Are Top Of Mind

The gap between #1 and #2 says it all. Few schools are top of mind.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	47	49	45	49	43	48
IIM-B	12	17	12	11	8	9
IIM-C	8	4	8	5	11	12
FMS, Delhi	4	6	2	4	5	4
JBIMS	3	2	2	3	5	4
IIM-L	3	3	1	5	5	0
BIMTECH	2	2	1	3	2	4
XLRI, Jamshedpur	2	1	5	0	3	1
Amity Business School	2	2	1	1	2	3
ICFAI, Hyderabad	2	0	5	1	1	1

Figures are percentage of respondents for whom the said school is top of mind

## B-schools of Which Respondents are Spontaneously Aware

The IIMs and XLRI are clearly the best-known schools.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	89	88	93	92	84	90
IIM-B	79	79	78	85	72	81
IIM-C	75	66	80	83	73	77
IIM-L	57	56	50	67	57	56
IIM-I	49	47	45	60	51	44
IIM-K	42	39	40	55	42	36
XLRI, Jamshedpur	41	30	36	53	43	49
JBIMS	27	23	19	36	30	30
FMS, Delhi	26	26	23	24	27	30
SPJIMR	25	18	26	27	26	30

Figures are percentage of respondents who name the school without being aided

## The Consideration Set

More like a sanity check, it's that obvious.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	85	89	90	88	83	74
IIM-B	81	83	85	76	81	75
IIM-C	75	71	84	79	68	73
IIM-L	72	67	79	77	75	58
IIM-I	66	66	69	63	69	62
XLRI, Jamshedpur	66	50	62	76	78	68
IIM-K	60	56	66	65	55	58
Symbiosis	50	34	46	59	57	62
ICFAI, Hyderabad	42	29	42	52	41	52
FMS, Delhi	42	38	35	43	52	43

Figures are percentage of respondents who would consider joining or hiring from a particular B-school

## B-schools That Respondents Would Recommend

The newer IIMs do not figure in this list.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	43	42	44	43	46	43
IIM-B	11	22	12	8	8	4
IIM-C	7	4	8	3	8	10
XLRI, Jamshedpur	6	2	7	11	9	3
FMS, Delhi	5	7	2	4	3	7
LIBA	4	4	4	5	1	5
JBIMS	3	1	6	1	2	7
IIM-L	3	3	1	5	6	0
NMIMS	2	2	1	4	5	1
Symbiosis	2	1	4	3	2	1

Figures are percentage of respondents that would recommend a particular B-school as one where someone can enrol or hire from

## The Favourites

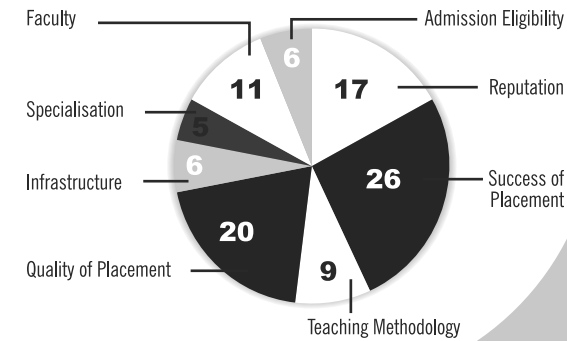
No other school comes close to IIM-A.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	62	65	63	52	66	62
IIM-B	27	38	27	23	24	18
IIM-C	20	16	21	21	19	22
XLRI	11	8	11	17	11	7
FMS, Delhi	9	14	8	7	7	10
IIM-L	9	8	5	13	14	7
Symbiosis, Pune	6	2	4	11	8	8
JBIMS, Mumbai	6	4	7	1	6	10
IIFT, Delhi	5	4	7	3	2	5
NIM, Ahmedabad	4	2	3	4	7	4

Figures are percentage of respondents that pick a particular B-school as favourite

### The Most Important Factors (Recruiters)

Surprise, recruiters believe success of placement is sign of a school's standing.



All figures in per cent

### How The Schools Perform (Recruiters)

Recruiters put IIM-B at #1 in terms of success of placement.

	IIM-A	IIM-B	FMS, Delhi	IIM-C	XLRI, Jamshedpur	IIM-L	IIFT	Symbiosis	JBIMS	NMIMS
Reputation	85	88	80	86	81	81	48	67	67	56
Specialisation	69	73	69	74	62	67	38	60	67	62
Teaching Methodology	84	83	81	83	74	76	50	70	73	68
Quality of Placement	94	88	91	83	68	86	39	68	63	46
Infrastructure	81	76	71	78	65	77	56	65	71	69
Admission Eligibility	42	26	18	33	25	42	14	25	17	18
Faculty	92	89	92	86	82	83	48	73	76	74
Success of Placement	92	98	85	82	75	78	50	68	67	50

Figures are proportion of recruiters that associates a school with the given parameter

### How The Schools Perform (MBA Students)

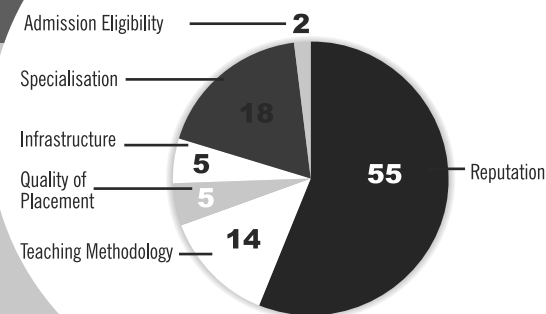
IIM-B is #1 among this target segment in terms of reputation.

	IIM-A	IIM-B	FMS, Delhi	IIM-C	XLRI, Jamshedpur	IIM-L	IIFT	Symbiosis	JBIMS	NMIMS
Reputation	88	92	73	88	74	80	64	60	65	55
Specialisation	76	88	65	80	74	74	52	50	65	51
Teaching Methodology	83	91	78	85	80	73	64	58	65	57
Quality of Placement	82	91	68	82	77	83	45	53	72	63
Infrastructure	81	91	68	83	72	78	61	60	76	58
Admission Eligibility	67	51	45	50	40	63	45	43	39	32
Faculty	86	93	75	89	82	80	67	55	76	61
Success of Placement	82	91	71	93	78	73	62	58	72	63

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

### The Most Important Factors (MBA Students)

Strangely enough, placement isn't #1.



All figures in per cent

### How The Schools Perform (Young Executives)

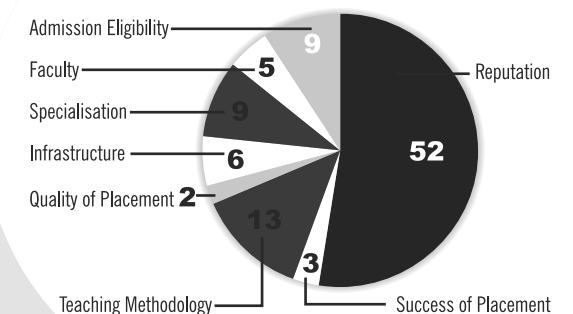
No surprises here; IIM-A it is.

	IIM-A	IIM-B	FMS, Delhi	IIM-C	XLRI, Jamshedpur	IIM-L	IIFT	Symbiosis	JBIMS	NMIMS
Reputation	89	87	68	80	78	83	61	75	73	74
Specialisation	76	86	67	76	77	74	64	75	73	75
Teaching Methodology	89	86	72	84	75	83	61	76	78	75
Quality of Placement	86	91	83	86	82	84	64	78	75	77
Infrastructure	82	85	71	78	76	76	60	69	83	81
Admission Eligibility	47	50	40	34	38	38	9	40	30	41
Faculty	89	92	78	85	83	89	70	85	82	80
Success of Placement	94	86	73	80	74	89	59	78	68	68

Figures are proportion of young executives that associates a school with a given parameter

### The Most Important Factors (Young Executives)

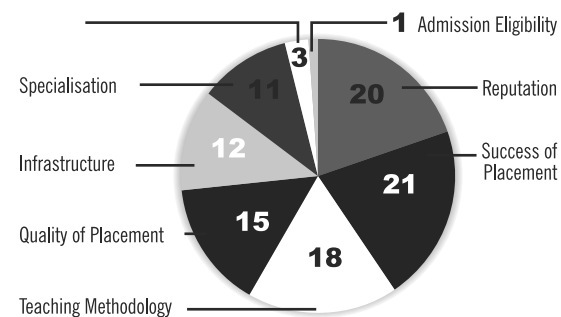
Reputation, they say, to the exclusion of all else.



All figures in per cent

Rank schools according to success of placement and a new order IIM-A, IIM-C, IIM-B, IIM-L, NMIMS, FMS... emerges.

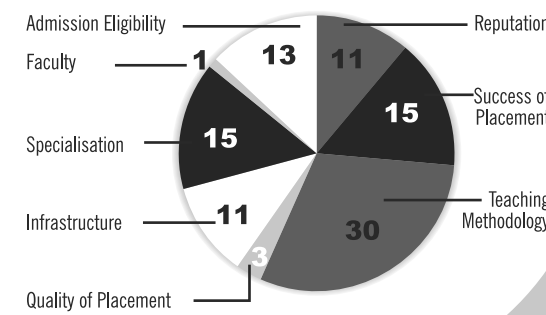
	IIM-A	IIM-B	FMS, Delhi	IIM-C	XLRI, Jamshedpur	IIM-L	IIFT	Symbiosis	JBIMS	NMIMS
Success of Placement	91	69	67	77	75					
Reputation	71	60	61	67	63					
Teaching Methodology	87	71	65	72	75					
Infrastructure	80	61	64	78	75					
Quality of Placement	84	66	62	79	75					
Admission Eligibility	55	64	33	28	34					
Faculty	2	57	54	85	81					
Specialisation	61	78	75	81						



Numbers in the pie charts may not add up to 100 because of rounding off.

### The Most Important Factors (Functional Heads)

These respondents are, surprise, surprise, keen on teaching methodology.



All figures in per cent

Numbers in the pie charts may not add up to 100 because of rounding off.

### How The Schools Perform (Functional Heads)

The surprise package here is IIM-L.

	IIM-A	IIM-B	FMS, Delhi	IIM-C	XLRI, Jamshedpur	IIM-L	IIFT	Symbiosis	JBIMS	NMIMS
Reputation	88	89	82	86	85	83	52	65	79	73
Specialisation	64	74	81	81	74	61	51	68	61	60
Teaching Methodology	92	80	86	82	78	90	46	77	75	73
Quality of Placement	96	93	93	88	74	92	53	69	82	80
Infrastructure	84	84	79	80	76	82	51	68	89	78
Admission Eligibility	39	25	50	36	21	38	32	31	18	20
Faculty	95	92	86	82	86	89	45	75	85	80
Success of Placement	87	86	89	89	68	83	50	71	73	60

Figures are proportion of functional heads that associates a school with the given parameter