

How The Best

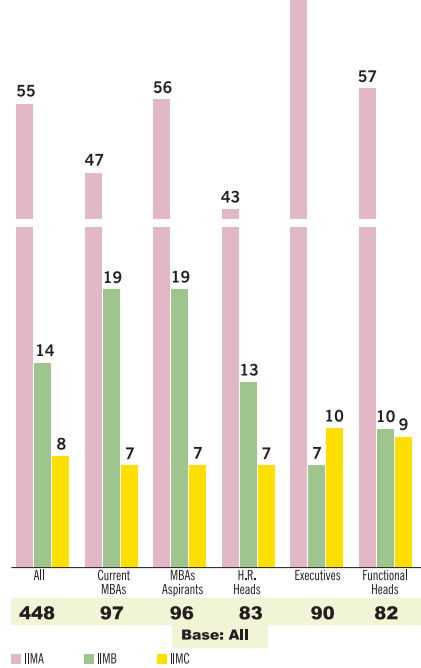
Schools Stack Up

My Consideration Set

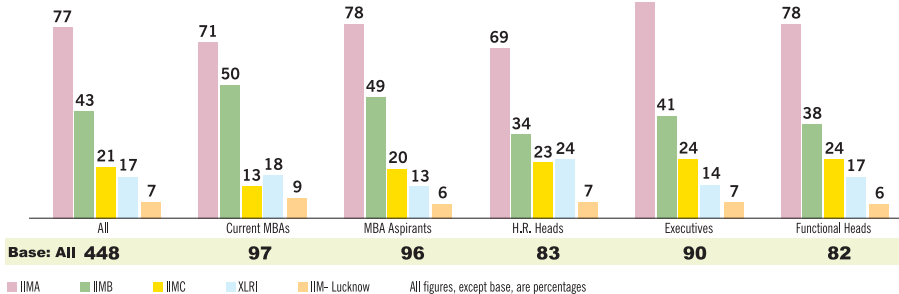
	All		Aspirant MBAs		Executives	
	Current MBAs	H.R. Heads	H.R. Heads	Functional Heads	Functional Heads	Functional Heads
Base: All Respondents	448	97	96	83	90	82
IIM Ahmedabad	71	71	81	57	81	65
IIM Bangalore	62	69	66	48	64	59
IIM Calcutta	46	44	42	47	52	48
XLRI	42	40	27	54	43	45
IIM Lucknow	35	38	27	34	46	32
Symbiosis	30	26	20	39	34	33
IIM Indore	25	27	17	27	31	22
JBIMS	23	19	17	25	29	27
FMS	22	16	22	18	23	31
S.P. Jain	21	13	20	21	31	23
NMIMS	19	12	17	22	23	20
IIM Kozhikode	15	14	14	17	22	10
MDI	14	10	9	27	14	12
IMT	13	5	6	17	17	21
ICFAI Business School	13	14	10	10	16	13
XIM	12	6	6	16	18	16
Amity Business School	11	14	9	6	10	15
Birla Inst. of Mgmt. Tech.	10	8	10	6	12	13
Nirma Inst. of Mgmt.	10	9	6	10	9	15

All figures, apart from base, are percentages

I Would Recommend:



My Favourite School Is:

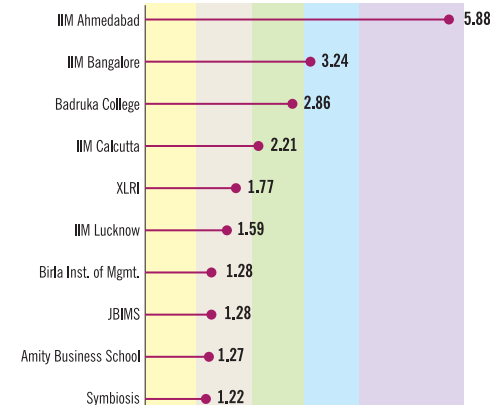


All figures, except base, are percentages

The Best & The Brightest

	Monopoly Brands	Winning Brands	Distinct Brands	Undifferentiated Brands
All	IIM Ahmedabad	IIM Bangalore	IIM Calcutta	XLRI, IIM Lucknow, Symbiosis, JBIMS, FMS
Current MBAs	IIM Ahmedabad	—	IIM Bangalore, IIM Calcutta	IIM Lucknow, FMS, XLRI, Symbiosis, NMIMS
MBA Aspirants	IIM Ahmedabad	IIM Bangalore	IIM Calcutta	JBIMS, XLRI, Symbiosis, IIM Lucknow, FMS, IIPM, IIM Indore
HR Heads	IIM Ahmedabad	IIM Bangalore	—	Symbiosis, XLRI, IMT, LIBA, K.J. Somaiya, FMS, XIM, IIM Calcutta, MDI, Amity, S.P. Jain, IIM Kozhikode
Young Execs	IIM Ahmedabad	—	IIM Bangalore, IIM Calcutta	XLRI, JBIMS, IIM Lucknow, FMS, NMIMS, MDI, Symbiosis, S.P. Jain
Functional Heads	IIM Ahmedabad	IIM Bangalore	Badruka College, IIM Calcutta	XLRI, IIM Lucknow, Birla Institute of Mgmt Tech, JBIMS, Amity, Symbiosis, B.K. School, XIM, IIM Indore

Brand Equity Index- Functional Heads



Performance - Functional Heads

School	Reputation		Quality of placement		Faculty		Specialisation	
	Placement	Infrastructure	Teaching	Admission eligibility	Teaching	Admission eligibility	Teaching	Admission eligibility
IIM Ahmedabad	87	92	92	83	82	82	60	30
IIM Bangalore	95	93	96	90	88	90	68	41
IIM Calcutta	93	93	93	89	91	90	68	43
XLRI	79	73	77	76	73	78	41	35
IIM Lucknow	85	85	82	72	82	80	54	20
Symbiosis	67	74	64	73	67	72	48	19
JBIMS	70	73	61	71	67	73	48	23
FMS	67	66	68	67	74	63	47	21
LIBA	30	30	26	43	42	37	33	7
NMIMS	30	34	38	49	38	33	29	19

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 of 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

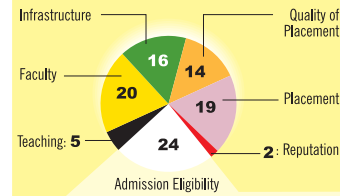
Teaching

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

Admission Eligibility

- Work experience
- Exclusively for engineers

Consideration Drivers-HR Heads



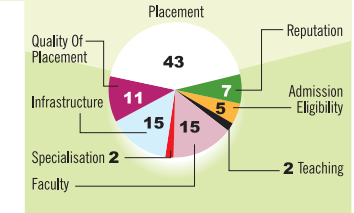
Performance-HR Heads

	IIIM Ahmedabad	IIIM Bangalore	IIIM Calcutta	IIIM Lucknow	XLRI	Symbiosis	JBIMS	FMS	LIBA	NMIMS
Admission Eligibility	52	39	39	52	45	29	40	29	13	27
Work Experience	79	52	48	75	50	46	60	38	15	36
Exclusively For Engineers	25	26	30	29	39	13	20	21	10	18

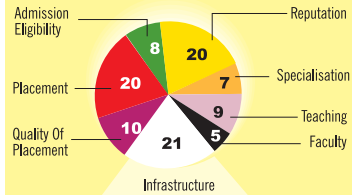
Performance-Young Executives

	IIIM Ahmedabad	IIIM Bangalore	IIIM Calcutta	IIIM Lucknow	XLRI	Symbiosis	JBIMS	FMS	LIBA	NMIMS
Placement	92	92	89	76	83	65	64	75	28	59
100 per cent Placement	92	91	88	76	97	84	68	75	40	67
Multiple Placement Options	92	94	91	76	69	45	60	75	15	52

Consideration Drivers-Young Executives



Consideration Drivers- All

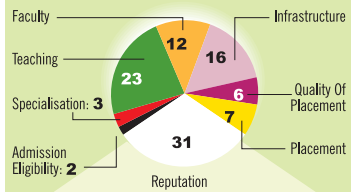


Performance - All

How to read performance: The percentages refer to the proportion of respondents who associate a school with the given parameter

	Infrastructure	Library & computer facilities	Financial Assistance	High-speed internet connectivity	Location	High standard of hostelry
IIIM Ahmedabad	82	92	81	81	79	79
IIIM Bangalore	82	88	80	86	80	78
IIIM Calcutta	81	88	79	85	76	78
XLRI	73	84	70	74	68	70
IIIM Lucknow	74	82	69	80	65	72
Symbiosis	68	76	63	75	69	60
JBIMS	67	73	62	67	76	55
FMS	67	73	60	71	71	60
LIBA	41	46	32	49	45	33
NMIMS	53	58	44	60	59	46

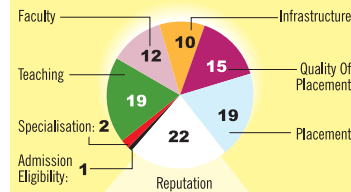
Consideration Drivers- Current MBAs



Performance - Current MBAs

	Reputation	Ranking	Knowledge of subject	Achievements of alumni	International recognition	Toughest admission exam
IIIM Ahmedabad	92	94	94	91	91	91
IIIM Bangalore	94	97	97	94	90	94
IIIM Calcutta	93	94	94	94	94	90
XLRI	78	83	79	76	76	76
IIIM Lucknow	88	94	85	77	91	94
Symbiosis	58	72	56	59	56	44
JBIMS	59	68	61	64	54	46
FMS	66	71	79	64	50	68
LIBA	17	14	25	21	18	7
NMIMS	53	61	64	50	43	46

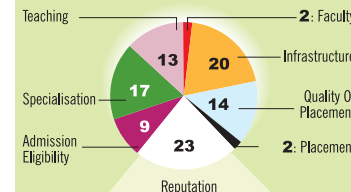
Consideration Drivers- MBA Aspirants



Performance - MBA Aspirants

	Reputation	Ranking	Toughest admission exam	International recognition	Achievements of alumni	Knowledge of subject
IIIM Ahmedabad	90	94	91	91	88	88
IIIM Bangalore	86	88	79	94	82	88
IIIM Calcutta	87	90	83	93	83	87
XLRI	80	90	77	80	83	70
IIIM Lucknow	82	89	78	85	74	85
Symbiosis	69	86	57	68	64	71
JBIMS	65	73	65	69	54	65
FMS	72	78	63	78	59	82
LIBA	36	30	30	26	48	44
NMIMS	53	56	52	63	33	59

Consideration Drivers- Functional Heads



Performance - Functional Heads

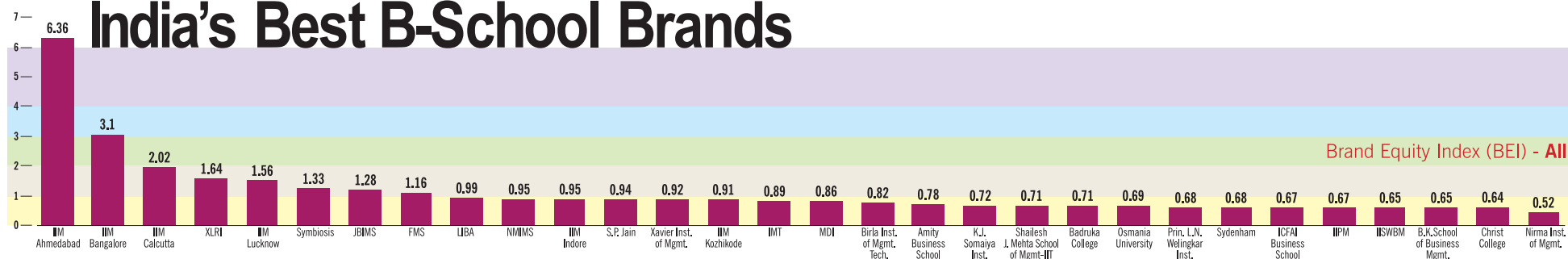
	Reputation	Ranking	Knowledge of subject	Achievements of alumni	International recognition	Toughest admission exam
IIIM Ahmedabad	87	97	90	77	83	90
IIIM Bangalore	95	100	100	86	100	91
IIIM Calcutta	93	100	96	86	96	86
XLRI	79	97	83	70	67	80
IIIM Lucknow	85	90	87	77	87	87
Symbiosis	67	79	72	59	66	59
JBIMS	70	86	86	61	50	68
FMS	67	74	58	68	68	68
LIBA	30	30	30	26	22	39
NMIMS	30	25	25	31	31	38

Importance Of Parameters

	Parameter 1	Parameter 2	Parameter 3
All	Infrastructure (21%)	Placement (20%)	Reputation (20%)
Current MBAs	Reputation (32%)	Teaching (23%)	Infrastructure (16%)
MBA Aspirants	Reputation (21%)	Teaching (19%) Placement (19%)	Quality of placement (19%)
HR Heads	Admission Eligibility (24%)	Faculty (20%)	Placement (19%)
Young Execs	Quality of placement (43%)	Teaching (15%) Faculty (15%)	Infrastructure (11%)
Functional Heads	Reputation (23%)	Infrastructure (20%)	Specialisation (17%)

Figures within brackets are proportion of respondents picking this attribute as important

India's Best B-School Brands



Figures are brand equity indices

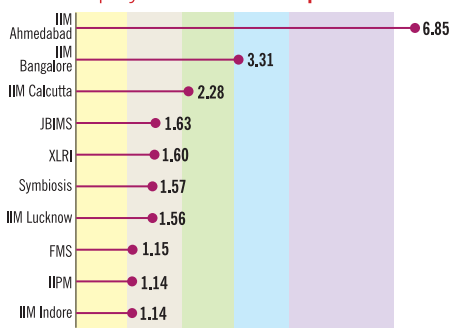
What Different Range Of BEI Scores Indicate:

- Monopoly brands have BEI Score of 4-6
- In a competitive market, "winning brands" hve BEI scores of 3-4
- Excellent or distinct brands have scores of 2-3
- Undifferentated brands have scores of 1-2
- Mediocre brands have scores less than 1

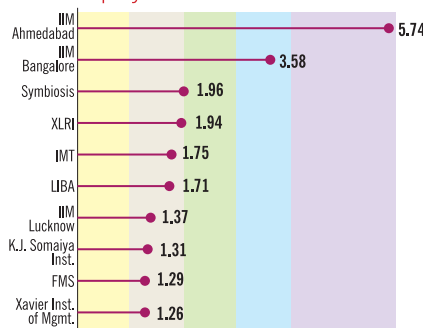
Brand Equity Index - Current MBAs



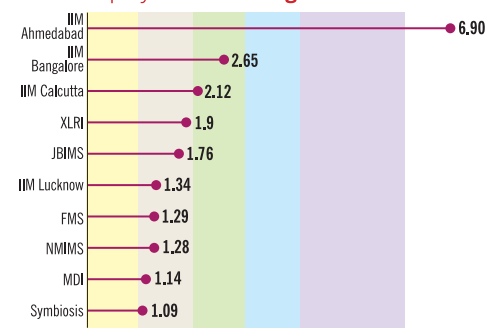
Brand Equity Index - MBA Aspirants



Brand Equity Index - HR Heads



Brand Equity Index - Young Executives



Performance - Current MBA

How to read performance: The percentages refer to the proportion of respondents who associate a school with the given parameter

	Reputation		Quality of placement		Faculty		Specialisation	
	Placement	Infrastructure	Teaching	Admission eligibility	Teaching	Admission eligibility	Teaching	Admission eligibility
IIM Ahmedabad	92	89	91	84	88	88	73	41
IIM Bangalore	94	90	89	91	92	87	66	44
IIM Calcutta	93	90	92	88	94	88	68	47
XLRI	78	76	78	75	82	75	53	31
IIM Lucknow	88	85	84	78	84	84	59	41
Symbiosis	58	61	55	70	71	72	48	31
JBIMS	59	55	54	65	68	56	49	23
FMS	66	64	63	74	75	72	56	29
LIBA	17	14	21	36	29	26	14	7
NMIMS	53	52	57	59	55	54	35	20

Performance - MBA Aspirants

	Reputation		Quality of placement		Faculty		Specialisation	
	Placement	Infrastructure	Teaching	Admission eligibility	Teaching	Admission eligibility	Teaching	Admission eligibility
IIM Ahmedabad	90	82	91	80	86	80	63	32
IIM Bangalore	86	91	92	75	81	82	62	32
IIM Calcutta	87	90	90	71	79	83	57	28
XLRI	80	82	80	66	77	69	58	25
IIM Lucknow	82	82	82	72	75	78	43	28
Symbiosis	69	64	64	62	67	65	56	29
JBIMS	65	63	65	63	65	60	50	27
FMS	72	76	83	70	74	75	51	19
LIBA	36	26	30	43	49	49	28	17
NMIMS	53	52	48	44	47	49	30	9

Performance - HR Heads

	Reputation		Quality of placement		Faculty		Specialisation	
	Placement	Infrastructure	Teaching	Admission eligibility	Teaching	Admission eligibility	Teaching	Admission eligibility
IIM Ahmedabad	88	91	88	79	88	87	57	52
IIM Bangalore	91	91	93	76	90	86	61	39
IIM Calcutta	90	91	89	76	89	87	65	39
XLRI	81	86	79	71	86	79	52	52
IIM Lucknow	81	86	79	69	82	71	58	45
Symbiosis	66	75	81	63	72	66	53	29
JBIMS	64	66	58	66	63	68	44	40
FMS	69	67	65	59	69	69	54	29
LIBA	31	35	25	42	42	35	25	13
NMIMS	57	70	64	55	64	61	48	27

Performance - Young Executives

	Reputation		Quality of placement		Faculty		Specialisation	
	Placement	Infrastructure	Teaching	Admission eligibility	Teaching	Admission eligibility	Teaching	Admission eligibility
IIM Ahmedabad	95	92	90	85	94	88	65	40
IIM Bangalore	89	92	92	81	88	84	64	36
IIM Calcutta	84	89	86	82	82	81	60	41
XLRI	79	76	78	78	85	80	51	32
IIM Lucknow	81	83	88	76	81	78	59	36
Symbiosis	55	65	63	72	60	64	47	32
JBIMS	68	64	74	66	72	70	47	24
FMS	64	75	61	62	63	64	42	18
LIBA	34	28	25	40	33	36	22	8
NMIMS	47	59	46	59	51	49	31	13