BEST B-SCHOOL SURVEY 2016

- Report -

Prepared for:

THEWEEK

Oct 2016

Prepared by:

hansa research
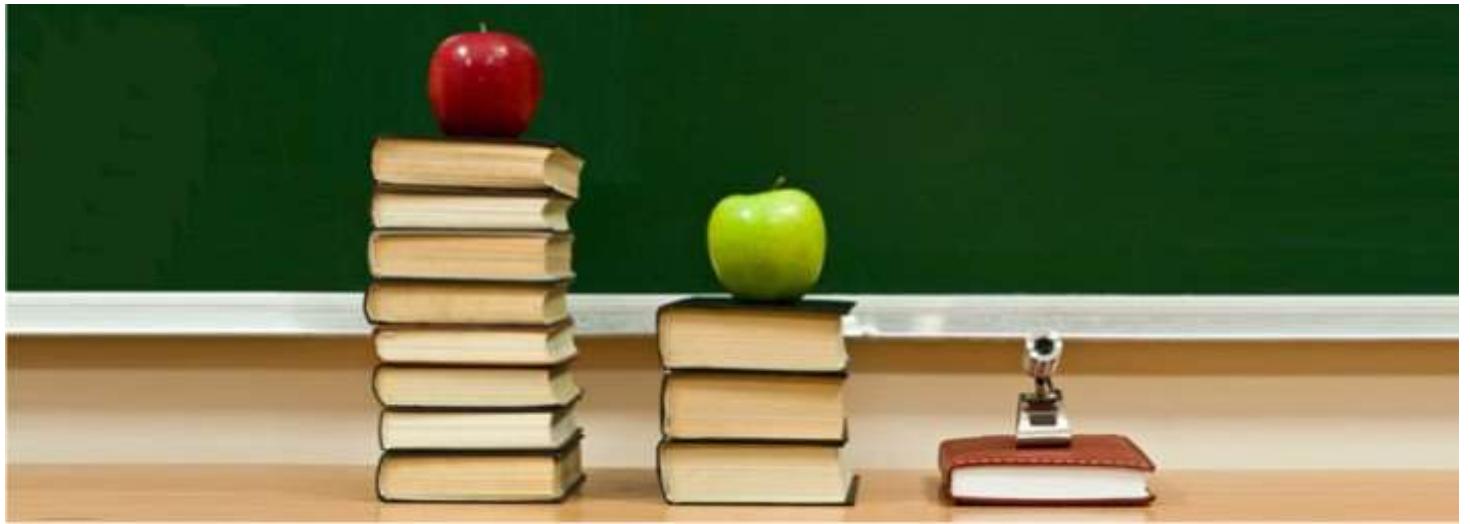
Introduction

The Week – Hansa Research Best B-School Survey endeavors to rank the top B-Schools in India.

How we did the study?

<mark>Perceptual Opinion Collection</mark>

A primary survey was conducted in August through September 2016, where *182 Academic Experts*, *436 Current Students, 470 Aspiring Students and 75 Recruiters* from *23 cities* in India nominated the best b-schools in the country. The cities selected included all the major education hubs in the country:

North	South	East	West
Chandigarh	Bengaluru	Bhubaneswar	Ahmedabad
Dehradun	Chennai	Guwahati	Bhopal
Delhi	Coimbatore	Kolkata	Indore
Gurgaon	Hyderabad	Patna	Mumbai
Noida	Kochi		Pune
Ghaziabad	Thiruvananthapuram		
Jaipur			
Lucknow			

A closed-ended questionnaire was administered to all the stake holders asking them to nominate and rank top twenty-five B-Schools in India and top B-Schools within their city.

Out of the total 1163 interviews, 53 qualitative depth interviews were done by the research team. These interviews went beyond nominations and rankings to get an in-depth understanding of the reasons for the rankings. This exercise helped in validating the data and providing a rationale for the rankings, wherever required.

<mark>Factual Information Collection</mark>

Factual information was collected July through September 2016. A dedicated website was created as an interface and the web link was sent to *1252 B-Schools*. Advertisements were also published in multiple issues of The Week, inviting B-Schools to participate in the survey. Responses were sought by several reminders through phone calls and emails.

135 B-Schools responded with their information within the stipulated time. Seven *B-Schools* were rejected *because of incomplete or suspicious data or lack of supporting documents*. Data for the remaining *128 B-Schools* was used for the rankings.

Ranking Methodology

Ranking of B-Schools is based on a composite score derived by combining the perceptual score for the B-School (based on the nominations made by faculty, current students, aspiring students and recruiters) and factual score (basis the data submitted by the B-School).

Some top B-Schools could not respond to the survey with factual information within the stipulated time. For these B-Schools, composite score was derived by combining the perceptual score for the B-Schools with an interpolated appropriate factual score based on their position in the list.

Some other top B-Schools, like IIM Kolkata, opted out of the survey and did not want their names to be published. The names of these B-Schools have been removed from the final ranking list.

Final Score for a B-School = Perceptual Score All India (400) + Factual Score of the B-School (600)

Calculation of Perceptual Score – Perceptual score for a B-School in All India was calculated basis the number of nominations received and the actual ranks given to the B-School in All India and in its own city, by the various stakeholder segments.

Calculation of Factual Score – Information collected from the B-Schools was combined by applying appropriate weights to each dimension, in order to create an **overall factual score**. The components of the factual score and their weightages are given below:

Factual Score Calculation		
Parameters	**Defined using:**	**Weights**
Age of the institution & Overall Infrastructure	Age of the institution, Accreditations, Land, Residential Facility (Students & Faculty), Canteen, Library, Wi-fi Connectivity, Class Rooms, Faculty Rooms, Auditorium, Multimedia Projectors, Games and Sports Facilities, Common Rooms etc.	**21.5%**
Faculty & Teaching-Learning Process	Faculty Cadre Ratio, Teacher Student Ratio, Faculty Qualification, Faculty Experience, Availability of Ph.D etc.	**13.5%**
Entry Standard	Intake Strength, Applications Received, Seats Filled, Proportion of Merit Admissions, Admission Test and Cut-offs, Work-Ex of Students Admitted etc.	**25%**
Placement	Proportion of students placed, Highest Salary, Average Salary, Highest Stipend, Average Stipend etc.	**35%**
Alumni Base	No. of Alumni meets held, No. of Alumni Members	**5%**

Education is not the learning of facts, but the training of the mind to think …

Albert Einstein