

Uski salary meri salary se zaida kyon?

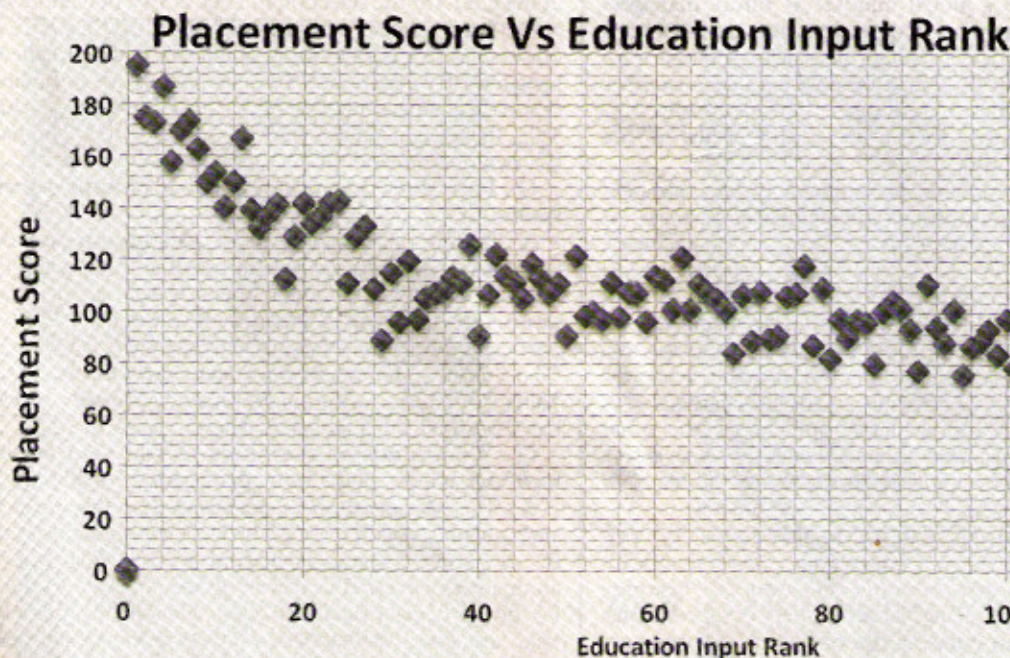
(Why is his salary more than mine?)

Arey champak! Uska B-School bhi to tere B-School se achcha hai!

(My dear! his B-School is also better than your B-School!)

The attraction to B-Schools has long been the fat pay packages that are offered to MBA graduates even before they have appeared for their final semester exams. Not many studies that rate these institutes or report the fat salary packages bring out objectively the factors that affect this. Is it pure gut feel that makes recruiters book places for day zero of the placement in the B-Schools? Are the passing out MBA graduates just cashing in on the brand name? Most will agree it is not just this but also good education, but lack objective data to support. CSIR-GHRDC study presents the supporting evidence.

The selection of variables and their weights capture objectively why certain B-Schools attract the best jobs and highest pay packets. The graph below presents this analysis to the readers. Plotted on y-axis are the total placement scores that Institutes get against ranking based on the remaining variables (not including placement related variables) on the other axis (x-axis). It is clearly seen that the institutes which pay attention to their basic job of providing better management education captured by these other variables also attract the best of students as well as recruiters. The chart further supplements the robustness of the research methodology.



The chart above indicates that placement performance of certain institutes is more than expected, but they may be isolated or rare instances. These can only be sustained in the long run if the quality of educational inputs is maintained by them.

"Make Your Decision"



Life is all about choices...the path that you choose today will determine your future.

So, as you embark on a journey of education, choose wisely the college will mould your professional life for the next two years.

"But how do I make an informed decision?" you might ask.

Read on and find your own parable...

Manoj and Damodar are two friends. Damodar has got a call from three B-Schools and is confused as to which one he should finally take admission into.

Manoj : Hey Chashmish.. So you finally got a call from not one, but 3 institutes!! Lucky dude!!

Damodar : Not so lucky... it's just made the choice even more confusing. If I had got a call from only one institute, then it would have been simpler. But three?? How on earth do I decide which one to go to?

Manoj : Why, just pick the one that's ranked the highest among the three.

Damodar : It's not so simple.

Manoj : Why?

Damodar : Well, you see, all the three are ranked almost similarly, with a very minor difference in the **total score**.

Manoj : So why don't you choose the institute with the highest total score?

Damodar : Because my priorities are slightly different. While the other components are important, the cost of the placement holds primary importance. Also, I want to go to that B-School which has also scored very high on the faculty parameter. When I look at the rankings, it gets difficult for me to arrive at my decision, because while one institute ranks high on faculty, the other gets more points on the cost of the placement parameter.

Manoj : If that is the case, then let's work out the weighted average of these parameters to decide which school you should go to.

Damodar and Manoj then work out the following decision making matrix

Name of Institute	By Infrastructure (I)	By Faculty (II)	By Admission (III)	By Placement (IV)	By Networking (V)	Weighted avg.
S*W						(I+II+III+IV+V) / divided by the sum of the weights assigned to the respective parameters

where S is the score as accorded by the survey and W is the weight (on a scale of 0-5, where 0 is the least and 5 is the biggest)

Damodar : This matrix looks great, Manoj. I think we can share it with all our friends who have to decide which B-School to take admission into. By defining the parameters that are important to them, and assigning the weightages according to their personal preferences, our friends will also be able to compare the various B-Schools they are eligible for.

GHRDC B-School Survey Team 2006

The Core team of B-School Survey 2006 comprises Mr. M.P. Sinha (Executive Director), Dr. Subash Chandra (Director), Mr. R.K. Gulati (Director), Mr. Suresh Kohli (Director), supported by Mr. Peeyush Bajpai (Senior Consultant), Ms. Hema Narula (Senior Consultant), Ms. Vinita Nigam (Senior Consultant), Mr. Dilshad Ali (HR Coordinator), Ms. Nafisha Moin (HR Executive), Mr. Swarnendu Chakraborty (HR Executive), Ms. Sweta Verma (HR Executive), Mr. Pushkar Kumar Singh (Data Executive), and Mr. Srinath.

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