



# India's TOP B-Schools with Best Salaries and Career Growth Survey Report



Rank	B-School	City	Avg Salary (INR)
1	IIM Ahmedabad	Ahmedabad	11.20
2	IIM Bangalore	Bangalore	10.78
3	ISB	Hyderabad	10.56
4	IIM Calcutta	Kolkata	9.85
5	XLRI	Jamshedpur	9.44
6	IIM Lucknow	Lucknow	9.15
7	MDI	Gurgaon	8.80
8	JBIMS	Mumbai	8.35
9	IIM Khozicode	Khozikode	8.25
10	IIM Indore	Indore	8.15

Welcome to the first edition of Digital Mailers comprehensive salary and career growth survey of management graduates from TOP 200 B-Schools of India.

For the first time in India, Digital Mailers has done a survey to highlight the most important element of management education and ie perceived value of B-Schools graduates' in the job market.

This survey report will also create the most exhaustive blueprint of what corporate India thinks about its Business Schools. It will also foster a healthy competition among the colleges to attract the best talent.

# Road doesn't end at IIMs?

**G**iven a choice, every management graduate would opt for doing a management education from IIMs. But then the reality is that there are very limited number of seats and a very large pool of students competing for it. So by default those who get into IIMs have proved their mettle by going through a rigorous entrance procedure. All of this translates into a better career prospects for those lucky ones. But then the race doesn't end for those who can't make into élite group of IIMs and bunch of other top rung B-Schools..



We have covered over 100 new generation B-Schools, who have joined the MBA battleground after year 2000. We bring you the list of Top 25 New Generation B-Schools who have given the much desired reputation boost to an already battered management education by imparting the quality education. Institutes like Great Lakes, ISME, ISBM & Jaypee in particular have done an excellent job in their 2009 placement season inspite of global economic meltdown and recession. These colleges not only managed excellent placement track record in last couple of years but their graduates have come out with flying colors by notching the best average salaries to give a best kick start to their career.

## Top 25 New Generation of B-Schools

Rank	B-School Name	Location	Year of Establishment	Average Salaries
1	Great Lakes Institute of Management	Chennai	2004	4.22
2	International School of Management Excellence	Bangalore	2006	4.18
3	International School of Business and Media	Kolkata	2000	4.15
4	Jaypee Business School	Noida	2007	3.63
5	International School of Business & Research	Bangalore	2006	3.00
6	SMOT School of Business	Chennai	2006	2.76
7	Fostiima Business School	Delhi	2007	2.73
8	Infinity Business school	Delhi	2001	2.70
9	Balaji Institute of Modern Management	Pune	2005	2.68

Rank	B-School Name	Location	Year of Establishment	Average Salaries
10	Chennai Business School	Chennai	2005	2.66
11	MATS School of Business	Bangalore	2004	2.54
12	Kohinoor Business School	Khandala	2008	2.47
13	Indian Business Academy	Bangalore	2000	2.42
14	Praxis Business School	Kolkata	2007	2.35
15	AICAR Business School	Pune	2002	2.30
16	Jagan Institute of Management Studies	New Delhi	2003	2.25
17	Pearl School of Business	Gurgaon	2005	2.20
18	NIIM School of Business Administration	Delhi	2006	2.18
19	Institute of Management and Development	Delhi	2005	2.15
20	Globsyn Business School	Kolkata	2002	2.12
21	IBSAR Business School	Mumbai	2005	2.10
22	Taxila Business School	Jaipur	2003	2.10
23	Institute of Business Management & Technology	Bangalore	2004	2.08
24	Poona School of Business	Pune	2002	2.05
25	Cosmic Business School	Delhi	2004	2.00





## Review of placement season 2009

**T**he 2009 placement season was disappointing when compared to the past few years. With expectations muted on pay packages and choices limited, we found that even job offers were lower compared to the previous years. 1.2 offers in 2009 vis-à-vis 2.1 in 2008.

The commonly called 'Placement week' and 'Day Zero' were misnomers this year with a prolonged placement process due to lack of corporate interest in hiring. Usual recruiters have not been proactive as a result the number of newer and lesser known companies visiting campuses increased.

### Tier 2 B-schools hurting more

It was found that Tier 2 B-schools were hit harder on the number of jobs offered as well as the average packages. With the number of students placed in Tier 1 B-schools higher at 94%, we found this to be lower at 83% for Tier 2 campuses. Packages too averaged to Rs.7.00 Lakhs vis-à-vis Rs9.00 Lakhs in 2008.

During interactions with placement committee students and officials it was found placement officials of some institutes to have passed the B-school as having 100% placements. Discussions with students reveal that some are yet to get placed; this discrepancy could be attributed to the process the institute follows in categorizing a student as being part of the placement process i.e. rejected an offer made, chose not to be part of the process due to limited choices.

An interesting angle to this is also that many companies who were previously unable to hire from Tier 1 campuses, managed to get slots in these institutes. As a result hiring candidates from Tier 1 institutes backfired for the Tier 2 management graduates. With average pay-packages down by about 24%, we found that students seemed willing to accept offers with lower compensation if provided with the desired job role and description.

### Sectoral shift

Placement officials and students found that sectors hit directly by the economic downturn have shied away from hiring. These include large multi-national investment and corporate banks as well as IT / ITeS companies. However consumer companies i.e. Telecom and FMCG segment have managed to hold up. In addition more profiles on offer this year were that of marketing than finance. A student with a finance major said, 'Even jobs in banking had more of sales roles rather than core finance'.

### **BFSI and IT sectors stay away**

Banks, financial institutions, IT / ITeS companies stayed away from visiting campuses. Interestingly, those who did visit recruited fewer students compared to previous years. One of the students from a Tier2 B-school said, 'IT/ ITeS companies have traditionally hired many students from campus. Last year the sector was one of the largest recruiter for 41 students, absorbing 33% of the batch. With fewer companies this year many students like me are still waiting to get placed'.

### **PSUs save the day**

A positive surprise in a rather gloomy placement season is the strong presence of the public sector. As PSUs have continued to expand, the changing employment landscape resulted in public enterprises being opportunistic and hiring across major B-schools. This has enabled them to step up their skill base and hire quality talent. Traditionally not a favourite with MBA graduates baring a few companies, due to limited choices available students decided to opt for PSUs. In fact 17% of the batch at JBIMS – Mumbai opted to work with public sector undertakings.

### **Insurance and consumer companies lend support and stability**

The insurance sector helped in filling the void created in the BFSI segment with companies like Bharti AXA, Tata AIG having hired students from some B-schools we sampled.

Consumer sector recruitments were better off when compared to the overall sectoral trend this year, telecoms have been hiring robustly since last year. Players like Vodafone, Bharti Airtel, Idea and Reliance Communication as well as new entrant Virgin Mobile have given job offers across many campuses.

FMCGs too like Coca Cola, Hindustan Unilever (HLL), Britannia have hired students from campus. We also found that there were many first time recruiters from this segment like Dabur, Amul who traditionally didn't visit some of the B-schools.

### **An employer's market**

Our discussions with the students suggest that this year was clearly one where employers had the upper hand. Prior years were marked with multiple job offers with sign on bonuses and meaty international placements however this year was subdued where even one job per student was hard to come by.

Tougher negotiations and progressively difficult interviews is what students cited as the key message about the placement process. We heard of companies insisting that students from different B-schools converge at one campus so as to ease the recruitment process for the company.

