

IIM-A Leads ET Listing of B-Schools

XLRI, IIM-B take next two spots in survey in which colleges were ranked by hirers

CD-B-School Survey

DIBEYENDU GANGULY
MUMBAI

Business schools are always judged by their placements, so it's only in the fitness of things that they should be ranked by recruiters. The Economic Times listing of India Inc's preferred B-schools, which is out today, doesn't survey students or faculty or even alumni, for their take would only be a derivative of the opinion that truly counts. The survey cuts to the chase to focus on the large corporates, whose placement

offers determine the attractiveness of B-schools in the eyes of the other stakeholders.

The study, conducted by IMRB with process partner Ernst & Young, covered 253 respondents from across 180 corporates from the ET500 listing of India's largest companies by turnover. They were asked to rank B-schools they actually recruit from, on parameters such as technical knowledge, professionalism and readiness for corporate life. The results are unambiguous.

The Indian Institute of



India's Ivy League

The top 10 business schools in the country

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|---------------------------|----------------------------------|
| 1 IIM, Ahmedabad | 6 Narsee Monjee, Mumbai |
| 2 XLRI, Jamshedpur | 7 IMT, Ghaziabad |
| 3 IIM, Bangalore | 8 IIM, Lucknow |
| 4 Symbiosis, Pune | 9 MDI, Gurgaon |
| 5 IIM, Calcutta | 10 Jamnalal Bajaj, Mumbai |

KAMAL

Management (IIM), Ahmedabad, leads the pack in the ET rankings as the top choice of recruiters. The 50-year-old institute, whose curriculum is modelled on Harvard Business School, retains an innovative edge that makes it hard to dis-

place from the top position. In second place is another venerable institute from the steel city of Jamshedpur — Xavier's Labour Research Institute.

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