



Advani hurt by split BJP in Karnataka 36



The unseen face of Steve Jobs 106

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Win four Chevrolet Beat cars & hundreds of other prizes 29

NOVEMBER 13, 2011

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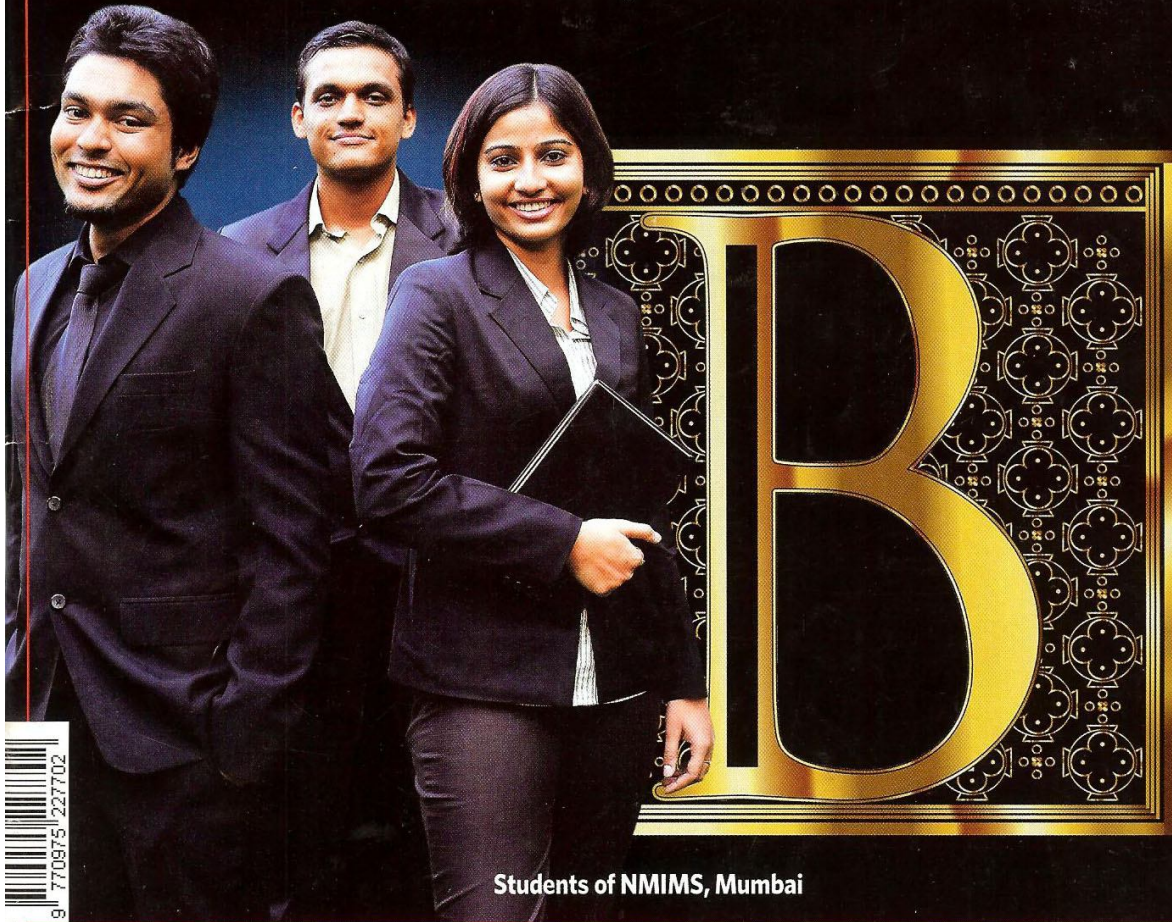
THE WEEK

JOURNALISM WITH A HUMAN TOUCH

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THE WEEK TEAM MEETS UNCOMMON PEOPLE 22

BEST B SCHOOLS

THE WEEK-MaRS national survey • The trends for 2011-2012



Students of NMIMS, Mumbai

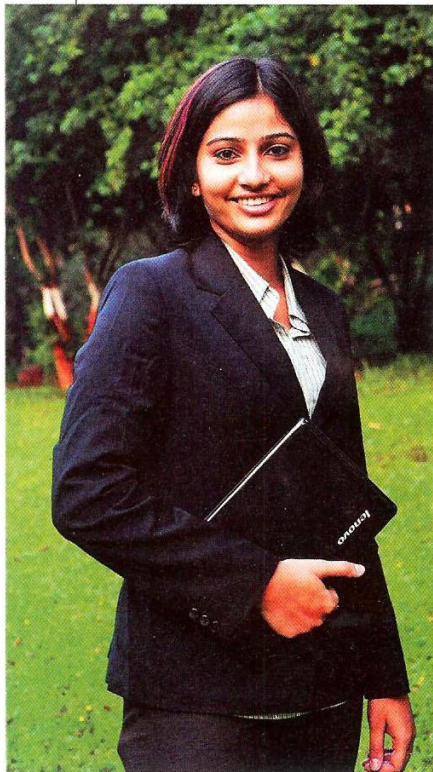


New unconventional courses: Green to fashion

product and even on opening a bank account for their company,” said Prasad.

Incubation cells and business plan contests encourage students to come up with their own enterprises. Ashutosh Vikram, a second-year student at NITIE, was working in an IT company before joining for the MBA, and his ultimate goal was to get a good managerial job. “I was not even thinking about entrepreneurship then,” he said. Now, during his Diwali break, Ashutosh was busy meeting suppliers in Lucknow for the online venture he started in college a couple of months ago. “Every day is a learning experience for me. We learn certain things in the classroom but when it comes to application we need to tweak what we have learnt to real situations,” he said.

If there is anything that the global downturn taught academicians in India, it was the crucial need to take a long hard look at education. Go beyond profit making, bring in the human angle, put society before



JANAK BHAT

TOP 26-140 B SCHOOLS

THE WEEK MaRS SURVEY

126	Regional College of Management Autonomous (RCMA), Bhubaneswar
126	Indian Academy School Of Management Studies, Bangalore
126	The Business School (University Of Jammu), Jammu
129	DG Vaishnav College (School Of Management), Chennai
129	National Institute Of Technology (School Of Management Studies), Kozhikode
129	Peoples Institute of Management & Research, Bhopal
132	GRG School Of Management Studies, Coimbatore
133	DSMS Business School, Durgapur
133	KLE's Institute Of Management Studies & Research, Hubli
135	BLS Institute of Management, Ghaziabad
136	Acharya's Bangalore B-School, Bangalore
136	Institute Of Business Management & Technology, Bangalore
138	St Joseph's PG College, Hyderabad
138	Global Business School Bhairidevarkoppa, Hubli
140	Institute For Technology And Management, Bangalore



East Zone TOP 10 B SCHOOLS

1	Kolkata	Indian Institute of Management
2	Jamshedpur	Xavier Labour Relations Institute
3	Bhubaneswar	Xavier Institute of Management
4	Kharagpur	Vinod Gupta School of Management, IIT Kharagpur
5	Kolkata	IBS Kolkata
6	Tezpur	Tezpur University (Department Of Business Administration)
7	Silchar	Jawaharlal Nehru School Of Management Studies - Assam (Central) University
8	Bhubaneswar	Srusti Academy Of Management
9	Agartala	Faculty Of Management Studies (ICFAI University)
10	Bhubaneswar	Regional College of Management Autonomous (RCMA)

profits and growth. SP Jain Institute of Management and Research (SPJIMR), Mumbai, has overhauled its attitude towards education and come up with a leadership development programme which ensures that climbing the corporate ladder is not the only aim of a student. The programme has students adopting children from the slums. They spend weekends mentoring these children, guiding them on their studies and

career. They also inculcate ethics in students through a ‘Gita Shibir’ wherein students are given life tools and management tools from the Gita. “It is such a different experience,” said Ankita Biyani, who mentors a child. “I had never been to a slum before and I saw a completely different side of life and living.”

“What we realised through our interactions with the industry was that along with skills, we need to build the right attitude among students—how what you do impacts others,” said Prof. Abbasali Gabuli of SPJIMR.

The emotional quotient of a student might not have much to do with the job she intends to take, but employers always consider it. “Social bent and concern for society and environment are important aspects. It does

INTERESTING INITIATIVES

Sakshi Sinha, 23, NITIE, Mumbai

B-school has been a holistic experience for me. There is a lot of stress on values, and the teaching is influenced by Gandhian philosophy. In addition, I have learnt how to market products across social strata.