

B-SCHOOL: The Ready Reckoner

Times Group partnered with i3RC Insights Pvt Ltd, a research and consultancy firm and conducted the survey to determine the top private B-Schools in Mumbai.

Top B Schools (Mumbai)	*Rank 2018
SP Jain Institute of Management and Research	1
ITM Business School	2
SIES College of Management Studies	3
Prin. LN Welingkar Institute of Management Development and Research	4
Universal Business School	5
NL Dalmia Institute of Management Studies and Research	6
Durgadevi Saraf Institute of Management Studies	7
Atharva Institute of Management Studies	8
National Academy of Event Management and Development (NAEMD)	9
IES Management College and Research Centre	10
Vivekanand Education Society's Institute of Management Studies & Research	11
Sheila Raheja School of Business Management & Research	12



*The list is a part of All India B-School ranking study-2018 conducted based on methodology mentioned on Page 2

Established in 2014, Deviprasad Goenka Management College of Media Studies (DGMC), was set-up by Rajasthani Sammelan Education Trust. The vision of DGMC is to be the most preferred school in the media and communication sector by creating an intellectually-stimulating environment, nurturing professionalism, entrepreneurship, and social sensitivity.

PROGRAMS OFFERED AT DGMC
DGMC offers AICTE approved two-year full-time Post-Graduate Diploma in Management (PGDM) in media and communication with specialization in media and entertainment, and Advertising and Communication. DGMC also offers one-year diploma in Communication design, and digital marketing, along with short-term professional courses in cinematography, digital film-making, and Sound Engineering and Design. Under-graduate and post-graduate degree programs in film, television and new media Production, and Communication and Journalism, along with Bachelors programs in Mass Media, are also offered in the institute.

INTERNATIONAL AND RURAL EXPOSURE TO MEDIA MARKETS
In order to prepare the students for global media

Inspiring Media Minds



PGDM Students at the Solar City, Dubai

business, DGMC offers an International Immersion program built within the curriculum. Students have visited Singapore and Dubai to understand how global media organizations like Universal Studios, APCO Worldwide, Dubai Media Studios, function in today's media universe. Students also attended a six-day gaming management training session during the visit to Singapore.

These international visits give the students a global perspective, preparing them for the future of media business.

RURAL IMMERSION

With rapid urbanization, media consumption in rural India has been on a constant and steep rise, mainly because of increasing accessibility to mobile phones.

"DGMC prepares students for the rapidly evolving media universe by nurturing professionalism, skills, and social sensitivity, making them future-ready."
—Ashok M. Saraf, President, RSET



Deviprasad Goenka management college of media studies
INDIA'S PREMIER MEDIA SCHOOL
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During rural immersion, our students understand the media consumption patterns of the rural population, the availability and consumption of branded products, and how advertisements, and television and mobile content affects the consumption. The rural immersion truly prepares our students for the markets of tomorrow.

MENTORSHIP & PLACEMENTS
DGMC's curriculum and pedagogy are designed to make students industry-ready and employable. In the Capstone Project, which is conducted in the 6th trimester of the PGDM Program, the students intern at media organizations of their chosen media profession and work closely with the industry and faculty mentor on a project which not only helps the organization in solving critical problems, but also ensures employment for our students. The students have been placed in top media organizations.

Athena: An Exclusive B-School in Mumbai

Athena School of Management (ASM) is located in the corporate hub of Hiranandani Gardens in Powai. It is a strategically located B-School in the state-of-the-art corporate campus with proximity to over 300 companies, including Colgate, TCS, JP Morgan, Deloitte, L&T, Nomura, HDFC, among others. As these top companies are located within walking distance, it helps in giving students a first-hand exposure of the corporate world.

THE PGPM PROGRAM
The two-year full-time PGPM (Post-Graduate Program in Management) is inspired by the Socratic method of teaching wherein the students create, participate and gain a deeper understanding of the topic at hand. The B-School emphasizes on practical and experiential learning.



The pedagogy is a combination of lectures, case discussions, role plays, presentations, assignments and project work. Industry experts are invited to share their experiences and to expose students to the current business environment.

FACULTY
The B-School has an excellent faculty pool, rich in experience and a high intellectual capital base. The faculties at Athena are

senior executives from the corporate and consulting sectors with decades of experience in management and leadership. These industry experts have made their mark as CXOs, directors or vice-presidents in various organisations of global standing.

INTERNSHIPS & PLACEMENTS
Athena offers a two-month internship in every semester i.e. multiple internships, the students gain actual corporate experience. In fact, many students may receive a pre-placement offer, too. The corporate partners include Edelweiss, ICICI, Vodafone, Naukri, HDFC, Tata Group, H&R Block, Aditya Birla Group, Capital First,

Phillips, and Anand Rathi, among others. The average placement for 2018 is Rs 7 lakh per annum.

INTERNATIONAL EXPOSURE
The Athena PGPM offers two international immersion programs with Nanyang Technological University (NTU) in Singapore and Mannheim Business School (MBS) in Germany.

PERSONALITY DEVELOPMENT & EXTRA-CURRICULAR

Athena believes in experiential learning. Extra-curricular activities are an integral part of the learning at the B-School. Membership to various clubs like Rotaract exist along with adventure sports activities such as rock-climbing, shooting and archery, among others. These are essential part of the learning routine at the B-School along with regular industrial visits and corporate networking.

ADMISSION PROCESS
Athena has a profile-based admission process, wherein the B-School takes into account factors like academics, extra-curricular activities, entrance scores and overall personality to evaluate applicants.

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NLDIMSR: Education as the biggest enabler to nation building

Committed to creating future business leaders by providing value-based quality education, the interest of the student is at the heart of N. L. Dalmia Institute of Management Studies and Research

N. L. Dalmia Institute of Management Studies & Research (NLDIMSR) is under the aegis of the Niranjanlal Dalmia Educational Society, which was established by Founder-Chairman the late Niranjanlal Dalmia in April 1982. NLDIMSR is an ISO 9001:2008 certified institute, which is affiliated to the University of Mumbai and approved by AICTE and the government of Maharashtra.

Currently, NLDIMSR is ranked among the Top 25 of the 4,000 AICTE-accredited management institutes in the country and has 1,300 students.

The B-School is recognised by its highly qualified and committed faculty, the research department, the academic autonomy, well-designed curriculum, inculcating ethical and moral values as well as the infrastructure. In fact, it is one of the most admired and recognized business schools in the country and is presently proud to be ranked amongst the Top 25 B-Schools in India.

NLDIMSR is amongst the very few institutes in India that admits only meritorious students without any management quota.

USP OF NLDIMSR
The hallmark of the institute is the transparency in admission through national level aptitude tests such as CAT, CET and XAT examinations. The NLDIMSR selection process is designed to provide each applicant a fair chance for admission.

The institute has the best, state-of-the-art infrastructure which transmits positive energy and creates a conducive environment for learning. The highly qualified faculty teams are alumni of prestigious national as well as



Hon. Secretary Shailesh Dalmia

international institutes with a good blend of industry and academic experience. It is Mumbai's first institute to have 12-Terminal Bloomberg Lab and probably the largest one in India. The B-School has a complete CISCO WiFi-enabled campus and a digitalized library.

The highly researched course curriculum provides a holistic perspective of innovative thinking, a key to adding business value in today's fast-changing and competitive environment. In order to develop a sense of responsibility in its students, the B-School has introduced MSR (My Social Responsibility) rather than CSR (Corporate Social Responsibility).

With deep commitment to management education, balanced with social responsibility ensures that students understand first-hand, the problems faced by a vast majority of the population. Through case studies, business games, simulations, research projects, coaching and mentoring, students are encouraged to develop a sensitivity which will enable them to become successful business leaders.

CURRICULUM AND PROGRAMMES
While NLDIMSR offers several value-added courses, Post-Graduate Programme is its flagship course. The institute has introduced many such models in its curriculum which give students the edge to think independently. They also have a



small incubation centre to incubate startups and impart the necessary skills and training with the help of industry experts and accomplished alumni who encourage and motivate students to make a difference in the long run. The B-School plans to introduce several new courses in the next 2-3 months. The institute has tied-up with Virginia Tech, which is amongst the top technological institutes in the world.

TOWARDS HOLISTIC DEVELOPMENT
NLDIMSR completely understands the need for holistic development and hence has a host of extra-curricular activities, which include paper presentations, where the students are invited from across India to come and present their papers. The judges involve top-notch executives. Events like Shikhar-National Level

Paper Presentation on the topic of Macro Economics, Mulyankan by the Finance Forum, Manusandhan and Utkarsh by HR Club, Mirage and Maadhyam by the marketing conclave are some of the very popular activities.

PLACEMENTS & INTERNSHIPS
NLDIMSR has an excellent placement record. Every year, top MNCs and blue-chip companies visit the campus for placements. The academic rigor equips the students and helps them achieve excellent placement. All students get an equal opportunity for placement and the institute strives to offer them placement of their choice, profile and location. The institute encourages students to not only be the best among employees, but also encourages them to become entrepreneurs, creating wealth for the nation in turn.

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AIMSR: AT THE FOREFRONT OF MANAGEMENT EDUCATION

In a short span of six years the Aditya Institute of Management Studies and Research (AIMSR), which offers the two-year full-time Master of Management Studies course of the University of Mumbai and the two-year full-time AICTE approved Post-Graduate Diploma in Management, has created a unique mark for itself in the management education space

Aditya Institute of Management Studies and Research (AIMSR) is an institute established to produce and nurture the latent talents and inquisitive minds of students. In a short span of six years, AIMSR has been ranked as the Top Emerging B-School in Mumbai and the 2nd Emerging B-School in the country by the Times B-School Survey, 2017. The institute also won the Best Institute in Training and Placements in Maharashtra at the National Maharashtra Education Summit Award. AIMSR conducts two-year full-time Masters of Management Studies (MMS) course accredited to the University of Mumbai and two-year full-time Post-graduate Diploma in Management (PGDM) course affiliated to All India Council for Technical Education (AICTE).

The state-of-the-art infrastructure has been built in a way that it equates international standards. The campus has spacious studios, classrooms, high end computer labs, workshops, library, video-conferencing facilities to conduct long-distance courses, sports facilities and a conducive environment for faculty members and students to perform and excel in their careers.

Since its inception in 2011, this coveted management institute has won accolades not only from the students and the academic fraternity but has also been at the forefront in receiving awards from the business schools surveys as well.

ONE FOR THE SOCIAL CAUSES
Several initiatives of AIMSR have motivated the students to conduct social activities such as blood donation camps, Thalassaemia awareness drive, inter-collegiate competitions and distribution of essential goods to beneficiaries of NGOs such as Rescue Foundation and Asha Daan.

INDUSTRY CONNECT
Activities such as inter-collegiate fest- Metanoia and ADAIT, management film showcase, innovation summits and entrepreneurial awareness drives have given the right momentum to propel the managerial acumen of the student towards industry-orientation.

The academic year 2017-18 was filled with sessions from industry stalwarts such as Sachin Kelkar, Head, APJ Developer and Partner Program, INTEL Corporation, Rakesh Dube, Resagit Solutions, Uday Prabhupatkar, GM, Technimont, Larry Carver, Founder & CEO, Larry Carver & Associates, USA, Judy Johnson, Coach & Trainer, Canada, Mahesh Narvekar, Chief Officer, Disaster Management Unit, MCGM, Melvin Mathias, VP-HR, Alliance Tire Company, Vandana Shejwal, VP-HR, Daiwa Portfolio Management Advisory, Devendra Mishra, Co-Founder, E-Cognosys, Ravi Kadam, Co-founder, Cashless Technologies India Ltd, Rajan Janani, Sr. Director, Caggemini, among others.

NURTURING INNOVATION
AIMSR has been conducting

innovation summits for the past five years. The previous chapters of the last five innovation summits provided insights in to the various aspects of innovations carried out in manufacturing, service, entertainment and financial sectors.

Since last year, the summit combined International Research Conference to further the academic rigor and produce research fervour. This year, the summit attempted to discuss various opportunities and underscored challenges concerning 'Strategy in a Digital World'. The International Research Conference was held in collaboration with Department of Commerce-University of Mumbai on February 16, 2018. Academicians, corporate, research scholars and students from across the globe presented their papers on the theme.

Dr Lalit Kanodia, Chairman, Datamatics Group and President IMC, Chambers of Commerce and Industry gave the keynote address at the conference. Eminent personalities from various domains presented their thoughts in this conference. Prof. Mohan Tannir, Professor of MIS, Oakland University, Michigan, USA rendered his speech via Skype. Dr. Krishna Sudhir, Global Vice-President, Abbott Labs Inc, USA and Consulting Professor, Stanford University, Gregory R. Garrett, Founder-CGS Advisors USA were also among the eminent panel of speakers. The conference also had some notable speakers,



(L to R) Dr.Nilay Yajnik, R.Ramakrishnan, Ashish Mishra, Ashank Desai and Aditya Mishra

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