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THE BEST COLLEGES OF INDIA

THE INDIA TODAY–MDRA SURVEY ACROSS 14 MAJOR DISCIPLINES REVEALS NEW WINNERS

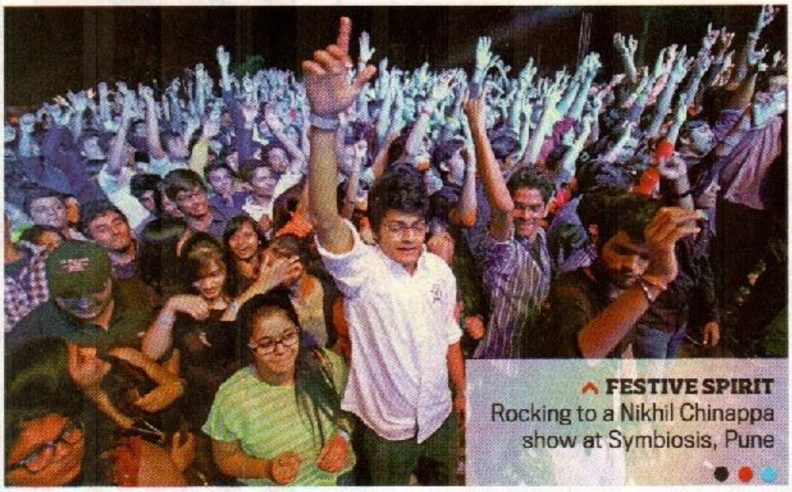
TOP 10 COLLEGES >>>

1. SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE, *Mumbai*
2. SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES (SSCBS), *New Delhi*
3. DEPARTMENT OF MANAGEMENT STUDIES, CHRIST (DEEMED TO BE UNIVERSITY), *Bengaluru*
4. LOYOLA COLLEGE (AUTONOMOUS), *Chennai*
5. MADRAS CHRISTIAN COLLEGE (AUTONOMOUS), *Chennai*
6. PRESIDENCY COLLEGE, *Bengaluru*
7. AMITY SCHOOL OF BUSINESS, *Noida*
8. MOUNT CARMEL COLLEGE (AUTONOMOUS), *Bengaluru*
9. SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, *Pune*
10. J.D. BIRLA INSTITUTE (DEPARTMENT OF MANAGEMENT), *Kolkata*

TOP 5 COLLEGES OFFERING THE HIGHEST SALARY >>>

	COLLEGE	AVERAGE ANNUAL STARTING SALARY (₹)
1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES *New Delhi*	6,40,000
2	DEPARTMENT OF MANAGEMENT STUDIES, CHRIST (DEEMED TO BE UNIVERSITY), *Bengaluru*	5,12,000
3	KRISTU JAYANTI COLLEGE, *Bengaluru*	4,60,000
4	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE, *Mumbai*	4,51,000
5	AMITY SCHOOL OF BUSINESS, *Noida*	4,20,000

ABHIJIT PATIL



^ **FESTIVE SPIRIT** Rocking to a Nikhil Chinappa show at Symbiosis, Pune

lads have won in sports and debating competitions. "Twelve thouand," she says, pointing towards a figure written on the board. "This year, we have received almost 12,000 applications from across the country for 600 first-year seats. It's going to be very tough." The students are selected through a common entrance test.

With its impeccable academic record, ASMSOC, within 12 years of its founding in 2007, has become one of the most sought-after colleges teaching business at an undergraduate level in India. Not just business administration, students are also introduced to various other subjects such as environment management, socio-political and current affairs as well as finance and marketing. Data analytics is a core subject in the third year. Students are taught how to identify the right strands from the data of tens of thousands of people.

As the board of studies consists of industry big shots such as Ashu Suyash, chief executive officer of Crisil; Vijay Chandok, managing director and CEO of ICICI Securities; Sudhir Soni, partner at Ernst and Young; and entrepreneur Abhijit Biswas, students at the institute get exposure to state-of-the-art technology, insight into the industry and the latest trends in business develop-

ASMSOC alumni have launched 45 start-up companies in the past three years

ASMSOC makes arrangements for fictional trading with the National Stock Exchange to give students a first-hand experience of the share market

ASMSOC's Social Responsibility Forum celebrates Valentine's Day with terminally ill children

GURUSPEAK

PROF. SANGITA KHER,
Dean, ASMSOC

How is ASMSOC different from others?

Unique syllabus designed by experts in the industry and academics, experienced faculty members who are leaders in the corporate world

Innovation in teaching, use of technology, field work; students have access to the Bloomberg terminal to work on live data; examiners from corporate sector

More focus on enhancing skills; use of Excel, statistics in teaching

Students' research papers published in various UGC approved journals

Thrust on sports, cultural functions and incorporating social responsibility among the students

New initiatives in the past three years

New courses in business analytics, marketing analytics, investment analysis, portfolio management, wealth management, risk management and brand management

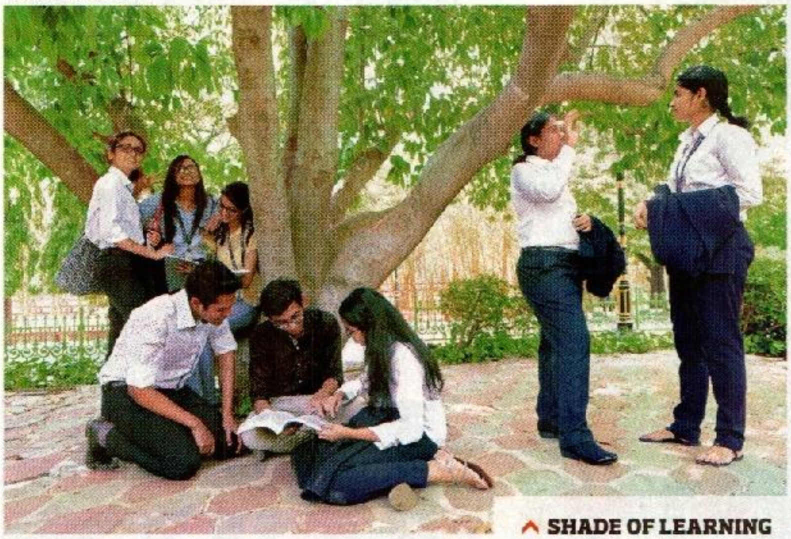
Students were asked to study the issues of hospital waste, dumping grounds and destructing mangroves and come up with solutions. NGOs working in this field were roped in to evaluate students' solutions

Student exchange programme under which students of ASMSOC study in institutes in Germany and France and vice versa

240-hours compulsory internship in the corporate sector

Launch of entrepreneurship cell; outside mentors from companies like Paytm and Zomato roped in to teach students

NILOTPAL BARUAH



^ **SHADE OF LEARNING** Students at Christ University, Bengaluru

TOP 5 COLLEGES WITH THE BEST VALUE FOR MONEY >>>

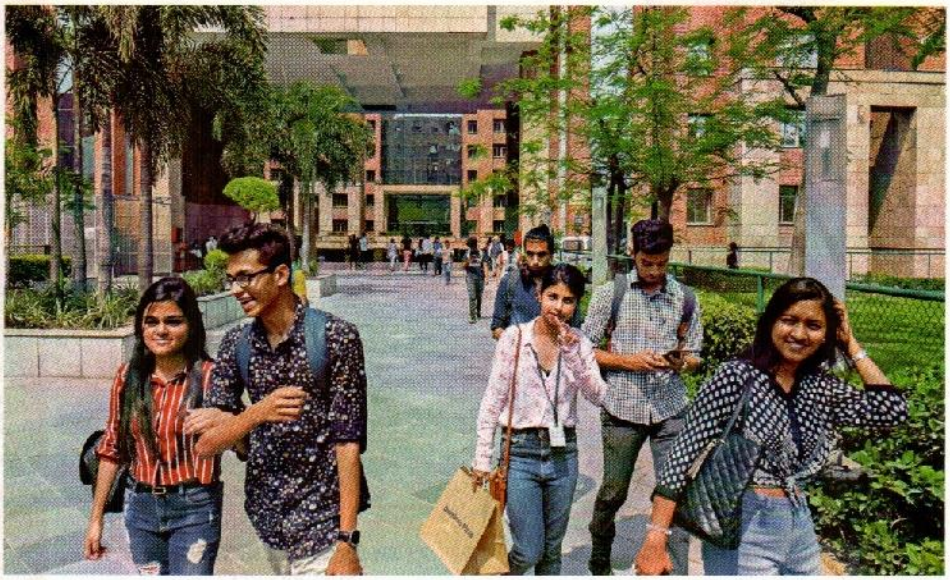
	COLLEGE	RoI*
1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES *New Delhi*	1,185.19
2	KANYA MAHAVIDYALAYA, *Jalandhar*	566.67
3	ST ALOYSIUS COLLEGE (AUTONOMOUS), *Mangaluru*	39.89
4	LOYOLA COLLEGE (AUTONOMOUS), *Chennai*	14.90
5	GOVERNMENT COLLEGE, *Kullu*	12.31

**RoI (return on investment) is calculated based on average annual salary/tuition fees for the entire course*

ment. No wonder, ASMSOC alumni have launched 45 start-up companies in the past three years.

ASMSOC's emphasis on developing the analytical skills of students and encouraging them to apply concepts, tools and techniques to the wide range of situations managers face helps students get familiar with the industry. The combination of theory and practicals prepares the students for real-world challenges and problems.

The students' exchange programme has opened up the world to students. Likewise, students from Germany and France come to study ASMSOC courses. Anna Trabert, from the University of Bamberg in Germany, has been one such



YASIR IQBAL

ON A HIGH NOTE
Students exiting the shopping area at the Amity University campus in Noida

TOP 5 COLLEGES WITH THE LOWEST TUITION FEE >>>

	COLLEGE	TUITION FEE FOR THE ENTIRE COURSE (₹)
1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES, *New Delhi*	540
2	KANYA MAHAVIDYALAYA, *Jalandhar*	900
3	DAV COLLEGE, *Abohar*	2,370
4	ST ALOYSIUS COLLEGE (AUTONOMOUS), *Mangaluru*	5,640
5	INDIAN INSTITUTE OF MANAGEMENT AND COMMERCE, *Hyderabad*	13,000

MY EXPERIENCE AT ASMSOC

SNEH KEWALRAMANI,
2nd year, BBA

What's unique about campus life at ASMSOC?
It has the best faculty and quality education. The quality of studies, first-hand experience of corporate culture and internship with corporate houses give us a real edge over the others. There's a good balance between study, sports, music and dance here

One change I want in college
Our institute does not have its own playground though the administration always makes other grounds available to us

student. Her business plan for Rajasthani bangles has received wide appreciation.

Studies apart, the fabulous sports facilities at the institute keep the students energised. Hingorani recalls how he used to spend most of his time at home before he joined ASMSOC. "Now, I am very active in college life. When you see well-spoken faculty members, you learn a lot of them. I can even discuss the football World Cup with them," he says.

ASMSOC placements have been impressive, with companies such as Ernst & Young, Future First, Nomura, DE-Shaw, Tresvista and Barclays visiting the campus. The highest package received last year was Rs 14 lakh.

Kher firmly believes that knowledge is the key to success. She says her students know what they want to do. "This confidence comes from knowledge," she says. "You stand out because you know how to manage things." ■