

SPECIAL ISSUE

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INDIA TODAY-MDRA SURVEY 2023

THE BEST COLLEGES OF INDIA

THE **ULTIMATE** GUIDE TO ACADEMIC
EXCELLENCE ACROSS 14 MAJOR STREAMS



Website: <https://bestcolleges.indiatoday.in/>

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

GURUSPEAK

"The college provides comprehensive education in an environment that fosters intellectual curiosity in a highly collaborative and competitive set-up"

POONAM VERMA

Principal, Shaheed Sukhdev College of Business Studies, New Delhi



No. 1
**SHAHEED SUKHDEV
COLLEGE OF
BUSINESS STUDIES,
NEW DELHI**

HARDIK CHHABRA

THE BIZ BEACON

WITH INDUSTRIAL COLLABORATIONS, INHOUSE INCUBATOR AND A PRACTICAL APPROACH TO TEACHING, SSCBS IS FAST-TRACKING ITS STUDENTS' WAY UP THE CORPORATE LADDER

BY SHELLY ANAND



Emerging from the shadows of Covid-19 pandemic, Shaheed Sukhdev College of Business Studies (SSCBS), New Delhi, has hit the ground running. In the 2022-23 academic year, it successfully rolled out four-year undergraduate courses

with multiple entry and exit points, in line with the National Education Policy 2020. Meanwhile, its students have been winning accolades at both global and national fora—global winners at the Better Working World Data Challenge 2022 (EY & Microsoft), ranked third at the Harvard Global Case Competition 2023 and the Indonesia Investment Banking Competition 2022, besides national winners at the Flagship Case Competition 2022 (IIMA) to list a few.

Established in 1987 as a constituent college of the University of Delhi to serve as a pioneer in undergraduate management education, the SSCBS has come a long way. Today, it boasts of a modern campus equipped with state-of-the-art infrastructure and facilities, well-equipped classrooms, computer labs, library, auditorium, sports facilities and even an inhouse incubation centre and a dedicated placement cell.

Known for its three-year full-time undergraduate programmes such as the Bachelor of Management Studies, Bachelor of Business Studies (Financial Investment Analysis) and B.Sc. (Hons) Computer Science, the college also offers a host of value-added courses on data analytics, digital marketing, financial modelling and algo trading. Add to that a postgraduate diploma in cyber security and law, and newly introduced generic electives, skill enhancement courses and value-added courses in varied fields like entrepreneurship, programming languages and even yoga—this is a college

TOP 10 COLLEGES 2023

RANK 2023	RANK 2022	COLLEGE	CITY
1	1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi
2	2	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE	Mumbai
3	4	SCHOOL OF BUSINESS AND MANAGEMENT, CHRIST UNIVERSITY (DEEMED TO BE UNIVERSITY)	Bengaluru
4	3	LOYOLA COLLEGE (AUTONOMOUS)	Chennai
5	5	AMITY SCHOOL OF BUSINESS	Noida
6	6	MOUNT CARMEL COLLEGE (AUTONOMOUS)	Bengaluru
7	7	MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)	Chennai
8	9	MAHARAJA SURAJMAL INSTITUTE	New Delhi
9	12	CENTER FOR MANAGEMENT STUDIES, JAIN (DEEMED TO BE UNIVERSITY)	Bengaluru
10	10	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY	Chengalpattu



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

TOP 10 COLLEGES WITH LOWEST FEES

RANK	COLLEGE	CITY	COURSE FEE (ENTIRE DURATION)
1	V.O. CHIDAMBARAM COLLEGE	Thoothukudi	₹1,183
2	GOVERNMENT ARTS COLLEGE (AUTONOMOUS)	Salem	₹1,925
3	SRI GVG VISALAKSHI COLLEGE FOR WOMEN (AUTONOMOUS)	Tiruppur	₹4,800
4	ANDHRA LOYOLA COLLEGE (AUTONOMOUS)	Vijayawada	₹10,000
5	GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)	Erode	₹19,350
6	ST. WILFRED'S PG COLLEGE	Jaipur	₹42,000
7	KESHAV MAHAVIDYALAYA	New Delhi	₹46,162
8	BON SECOURS COLLEGE FOR WOMEN	Thanjavur	₹52,000
9	SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)	Ujire	₹56,430
10	NEHRU MEMORIAL COLLEGE (AUTONOMOUS)	Puthanampatti	₹57,000

*Course fee = Tuition fee + other fees

TOP 10 COLLEGES WITH BEST PLACEMENT RECORD

RANK	COLLEGE	CITY	AVERAGE ANNUAL SALARY
1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	₹9,88,000
2	ST. XAVIER'S COLLEGE (AUTONOMOUS), MUMBAI	Mumbai	₹6,68,000
3	S.S. JAIN SUBODH P.G. COLLEGE (AUTONOMOUS)	Jaipur	₹6,55,500
4	CENTER FOR MANAGEMENT STUDIES, JAIN (DEEMED TO BE UNIVERSITY)	Bengaluru	₹6,34,000
5	KRISTU JAYANTI COLLEGE (AUTONOMOUS)	Bengaluru	₹6,25,633
6	SRI GURU GOBIND SINGH COLLEGE OF COMMERCE	New Delhi	₹5,72,820
7	AMITY SCHOOL OF BUSINESS	Noida	₹5,52,800
8	SCHOOL OF BUSINESS AND MANAGEMENT, CHRIST (DEEMED TO BE UNIVERSITY)	Bengaluru	₹5,50,000
9	MOUNT CARMEL COLLEGE (AUTONOMOUS)	Bengaluru	₹5,49,203
10	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE	Mumbai	₹5,37,556

THE HOT COURSE

The college has a tie-up with the Institute of Management Accountants, US, under which 10 students get a \$1,000 scholarship each for their flagship Certified Management Accountant course

that offers its 1,400-odd students a truly holistic range of course options.

"The faculty utilises its experience, expertise and industry insights," says Poonam Verma, principal, SSCBS, "to regularly update the curriculum and align it with the latest industry trends and demands." Even while teaching, the

faculty uses innovative teaching pedagogy, such as case studies and simulations, to strengthen the students' skills. While this lays the foundation for conceptual understanding and clarity, extracurricular activities help students put these to use in real-world scenarios.

The college has over 40 student-run activity clubs that give them exposure to fundraising, financial prudence, managerial skills and hones their competitive instinct. It also supports impactful societal initiatives, such as Project Pravaah, under which a low-cost air purifier and innovative ways to utilise farm stubble are being developed and deployed with the help of students, housing societies and other means of community engagement.

Another key aspect that sets the college apart is its placements. The average salary package offered to its students stood at Rs 11 lakh per annum during the 2022-23 placement season. The college also registered the highest internship stipend of Rs 1 lakh, and a number of its students have landed pre-placement offers too. This is made possible, say those in the placement cell, by taking constant feedback from recruiters to identify the areas for improvement and accordingly developing add-on courses for students.

If a corporate job is not their calling, the SSCBS also has an inhouse incubation centre, SIIF, to provide guidance and opportunities to students to work on their start-



ALUMNISPEAK

"The SSCBS has been churning out business-ready talent consistently over the years, for which the credit goes to its faculty and the principal"

JATIN GULATI

Partner, YCP Auctus (Auctus Advisors); Batch of 2004

TOP 10 COLLEGES WITH BEST VALUE FOR MONEY

RANK	COLLEGE	CITY	Rol
1	V.O. CHIDAMBARAM COLLEGE	Thoothukudi	152.16
2	GOVERNMENT ARTS COLLEGE (AUTONOMOUS)	Salem	62.34
3	SRI GVG VISALAKSHI COLLEGE FOR WOMEN (AUTONOMOUS)	Tiruppur	41.24
4	ANDHRA LOYOLA COLLEGE (AUTONOMOUS)	Vijayawada	26
5	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	14.08
6	ST. WILFRED'S PG COLLEGE	Jaipur	11.55
7	KESHAV MAHAVIDYALAYA	New Delhi	11.5
8	GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)	Erode	9.3
9	S.S. JAIN SUBODH P.G. COLLEGE (AUTONOMOUS)	Jaipur	8.68
10	BON SECOURS COLLEGE FOR WOMEN	Thanjavur	5.49

*Rol (return on investment) is calculated based on average annual salary/ total course fee (entire duration)

ups. There's also a career development cell that runs initiatives such as Buddy Project and Care to bridge the gap between students and the corporate world while encouraging tie-ups with various bodies of national and international repute.

The college, for instance, has a tie-up with the Institute of Management Accountants, US, under which 10 students are provided a scholarship of \$1,000 each for their flagship CMA (certified management accountant) course. Meanwhile, partnerships with the National Stock Exchange of India (NSE), Bombay Stock Exchange (BSE) and Confederation of Indian Industry (CII) allow the college to offer inhouse courses and linkages that provide practical industry experience in areas like capital markets, financial model-

TOP 10 EMERGING BBA DEPARTMENTS

Highest-scoring departments among those set up after 2000

RANK	COLLEGE	CITY
1	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE	Mumbai
2	LOYOLA COLLEGE (AUTONOMOUS)	Chennai
3	AMITY SCHOOL OF BUSINESS	Noida
4	MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)	Chennai
5	MAHARAJA SURAJMAL INSTITUTE	New Delhi
6	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY	Chengalpattu
7	SYMBIOSIS INSTITUTE OF COMPUTER STUDIES AND RESEARCH	Pune
8	KESHAV MAHAVIDYALAYA	New Delhi
9	ST. XAVIER'S COLLEGE (AUTONOMOUS)	Mumbai
10	DEPARTMENT OF MANAGEMENT, JD BIRLA INSTITUTE	Kolkata

TOP 3 GAINERS

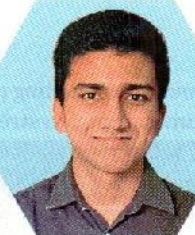
Colleges that have made the biggest leap since last year

COLLEGE	CITY	RANK IN 2023	RANK IN 2022
PSG COLLEGE OF ARTS & SCIENCE	Coimbatore	40	49
SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY	Greater Noida	44	53
IPS ACADEMY, INDORE	Indore	56	65

NEW ENTRANTS

Colleges that feature among the top 25 for the first time

RANK	COLLEGE	CITY
17	DEEN DAYAL UPADHYAYA COLLEGE	New Delhi
25	RAMANUJAN COLLEGE	New Delhi



STUDENTSPEAK

"The atmosphere at SSCBS constantly pushes students to unlock their true potential and provides a host of opportunities for limitless growth"

SIDDHARTH GARG

BBA (FIA), 3rd year

TAKING THE LEAD

➤ Completely implemented the National Education Policy 2020 from 2022-23, introducing four-year undergraduate courses with multiple entry and exit points

➤ Is offering generic electives, skill enhancement courses and value-added courses in new fields, such as entrepreneurship, programming languages and yoga

➤ The college supports impactful societal initiatives. Under Project Pravaah, a low-cost air purifier and innovative ways to utilise farm stubble are being developed



ling, and algo trading. Additionally, sessions by corporate trainers and interactions with industry leaders provide students with valuable insights and foster skill development.

"The combination of relevant courses, industry collaborations, skill development initiatives, and international exposure," says Verma, "enables students to acquire the necessary competencies and stay ahead in their chosen fields."