

## **KEY PERFORMANCE MEASURES FOR A BUSINESS SCHOOL IN INDIAN CONTEXT**

**Trigger Question:** Prof. Anurag

Dear Fellow MTCian

Business performance measures for companies are well understood but what are the key performance measures for a Business school in Indian context?

What measures would decide that a B-School is performing well (in today's Indian context)?

Pl share your thoughts?

**Mr. Madhur Arora**

In Indian context, some of the key parameters should be

- 1) Future/Next step of the all the students (good placements/entrepreneurship/research/higher studies). Placement profiles and salary to be included
- 2) Research output/patents/new ideas/entrepreneurs
- 3) Incoming student quality (graduate qualifications, work ex, diversity of profiles/gender/professions/future goals)
- 4) Faculty profile, Faculty research output, Faculty Live industry projects
- 5) Extra-curricular activities
- 6) Infrastructure

**Prof. Saradhi Gonela**

This is an appreciable initiative from Prof Anurag.

To begin with we can look at 1) Consultancy Assignments 2) Research Grants or Assignments 3) Book Publications. These three to assess the quality of the faculty. Deliberately research publications, paper presentations and guest lectures are more of academic interest, thus cannot quite reflect true contribution to management (or business) practice. Also, quality of these presentations and papers are often debatable.

To assess the quality students, just one factor: the qualifying exam and its relative level of testing compared to CAT.

Placements (factoring in the recruiters grade and average package) to assess the overall strength of the business school.

May be this helps to some extent.

**Dr. Jeet Singh**

Sir, there may be lots of measures to evaluate the performance of B Schools.

The placements provided by the B Schools can be one parameter. The result of the students in the University exams. The research work conducted by the faculty members and so on and so forth.

**Dr. Suresh Abhyankar**

Dear All

Performance has to be measured in three different angles

1. Student angle: students measure the institute performance on the basis of

- a) the placements
- b) No of years the institute is working
- c) if autonomous do they have year down system (year down system is bad quality)
- d) Are they strict about attendance (strictness is bad quality)

2. Company/employee angle: Employers look for following

- a) is the institute giving latest knowledge to the students
- b) Are the students employable directly without any training period
- c) Are the students disciplined and hard working

3. AICTE/UGC angle: these bodies only look for the adherence of the rules made by them whether right or wrong e.g. the ratio of number of computers required by the institute is 1:2 even if the institute is giving laptop to each and every student (which works out to be 1:1)

One has to look for classical definition of GOOD institute to check the performance levels

**Prof. Ranganathan Aiyar**

NBA has provided for comprehensive guidelines.....NBA,NAAC guide AICTE institutions and UGC institutions respectively...may be members go through those guidelines.....

as far as rating...new agencies like CRISIL have also come into the market.....they charge heavily....there are ISO specifications...which are more self regulatory....

Sri Virendra Goel

A simple parameter can be that all stakeholders i.e. Students, parents, faculty, staff and management are proud, happy or at least satisfied with performance of their institution. Because this is one data that cannot be manipulated or subject to discretionary interpretations.