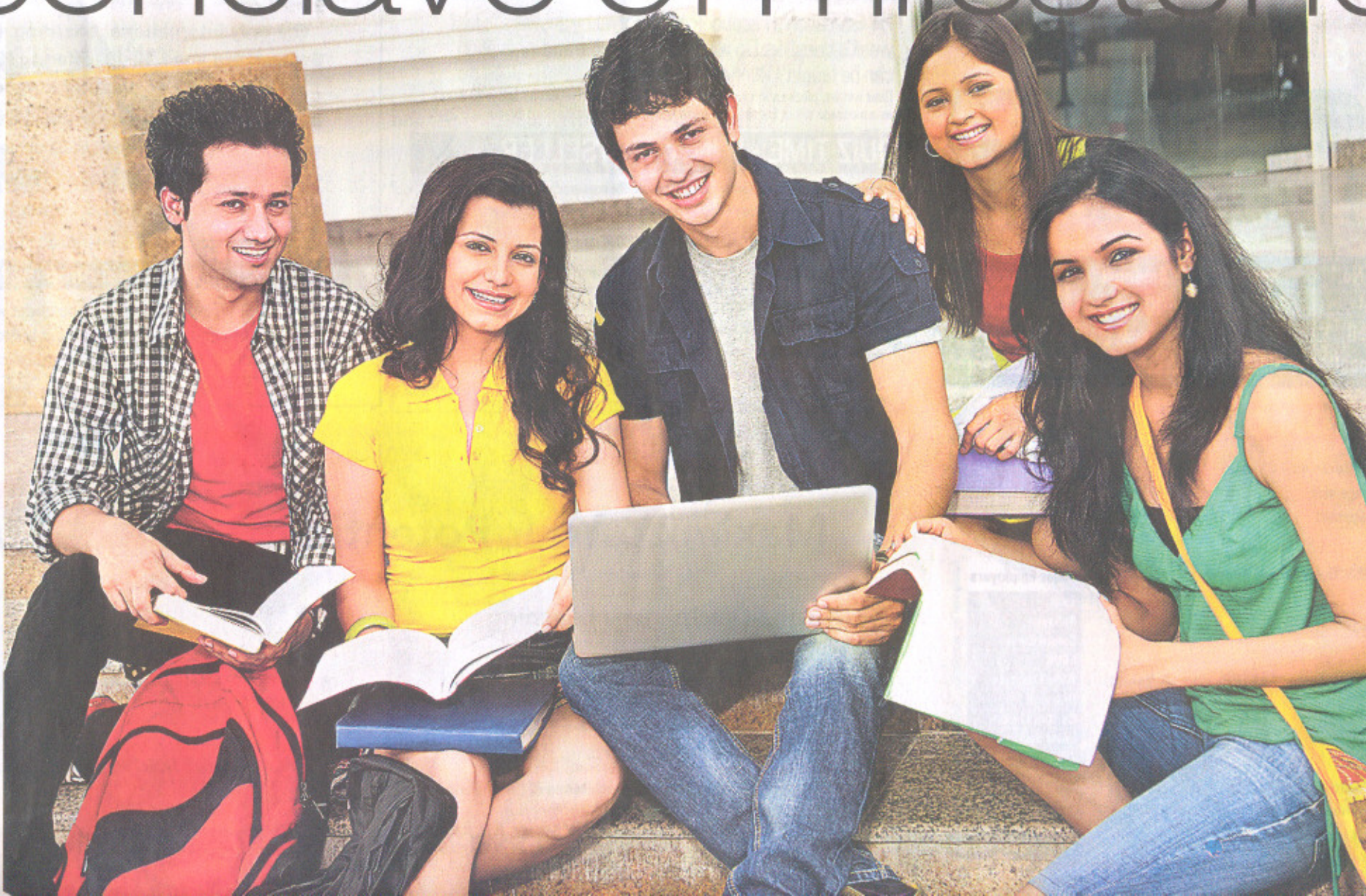## PLAYERS IN HIGHER EDUCATION ›P5

conclave of milestones

HT Campus Survey Awards 2013

Mass Communication
Apeejay Institute of Mass Communication

Hotel Management
Oberoi Centre for Learning & Development

Fashion Technology
Pearl Academy

Animation
Birla Institute of Technology, Extension Centre, Noida

Engineering
Jaypee Institute of Information Technology
ITM University
JSS Academy of Technical Education
Krishna Institute of Engineering and Technology
Galgotias College of Engineering & Technology

Management
International Management Institute
Institute of Management Technology, Ghaziabad
Birla Institute of Management Technology
Lal Bahadur Shastri Institute of Management
Fore School of Management

JURY AWARDS

For Best Innovation in Industry Integration
Amity University, Gurgaon Campus

Best Innovation in Collaborative Learning
Institute of Management Technology, Ghaziabad

ion and hotel management was carried out on the basis of courses on offer, faculty, facilities, fees, placement, industry exposure, among parameters.

A special category, the Jury Awards for excellence extraordinaire was also instituted after individually auditing the infrastructure facilities of colleges. Planned, conceptualised and executed by HTCampus, the Hindustan Times Campus (HTC) Conclave on Excellence in Education was the first event of its kind

All about the awards

The Jury Awards were designed to felicitate colleges who have made extraordinary contribution to the field of education in various capacities. These categories were awarded to colleges

who have gone beyond the regular course curriculum to offer a holistic learning experience to students. This section of awards was finalised after a rigorous round of cross checks and data validation whereby members from the survey team individually visited each college under consideration

Best Innovation in Industry Integration - This category recognised innovation of an institute in terms of a project,programme or any other initiative with a view to strengthen the industry academia interface in terms of student learning. And the award for Best Innovation in Industry Integration was presented to Amity University, Manesar Campus

The winning edge: Amity University, Manesar Campus

has integrated academic learning with a plethora of innovations like military camp, moot court and Amizone - a forum where students and faculty can interact, track and know about various happenings virtually.

Best Innovation in Collaborative Learning - This category recognised innovation in terms of an initiative to promote meaningful collaboration with other educational institutes from India or other countries. The award for Best Innovation in Collaborative Learning was presented to Institute of Management Technology, Ghaziabad

The winning edge: IMT Ghaziabad's initiative on Centre for Rural Innovation, Capacity Building, Knowledge Management and Entrepreneurship (CRICK-

ET) undertaken in association with Kellog School of Management, Global Entrepreneurship Monitor (GEM) Project, Action Research Projects and international collaborations makes it one of the frontrunners providing collaborative learning to the students.

Best Innovation in Technology - This category recognised technological innovation which translated to an integrated and enhanced module of teaching and learning across multiple campuses and environments. The award for Best Innovation in Technology was presented to Delhi School of Business

The winning edge: The Delhi School of Business has enhanced its teaching efficiencies across campuses by devising collaborative tools,

Private excellence in higher education

The HT Campus 'Survey of Private Institutes in Delhi NCR' aims to improve the quality of education by encouraging competition

HT Campus Correspondent

To become a knowledge economy in the true sense of the term our country needs many more quality higher education institutes (over and above the ones that already exist) in the private sector. This is because the government aided higher education colleges in the league of the IIT's and IIM's manage to accommodate only a very small percentage of meritorious candidates every year.

The top ranked government colleges score high on the credibility factor owing to their history and lineage of funding. However, this is not quite the case in the private education turf. There are some graduate and postgraduate colleges in the private sector that impart professional courses which are at par with the reputed government colleges. But these colleges somehow do not command the same reckoning as their government counterparts. "This translates to a huge

challenge for students as they are often at a loss in terms of choosing the right institute. The need of the hour is simple – the benchmarks of quality need to be formally established in the private sector and this can be done through incisive assessment by objective bodies," says Premchand Palety, chief executive of Cfore a research organisation that conducted the HT Campus Survey of Private Institutes in Delhi NCR.

Elaborating on the objectives of the survey, he says, "This survey was envisaged to raise the standards of private institutes by promoting healthy competition. Further, this survey is intentioned to be a source of credible information."

The perceptual and objective survey in Delhi/NCR was conducted to identify top professional colleges in six areas, namely engineering, management, animation, fashion technology, hotel management and media and mass communication. The perceptual survey was con-

ducted among 3016 faculty members, recruiters and final year students using a structured questionnaire. Respondents were asked to rate the institutes that they were familiar with on a ten point scale against four broad parameters, namely intellectual capital, industry interface, infrastructure and facilities and placements. Questionnaires for objective data were sent to 201 colleges, out of which 104 responded. "The validation exercise was carried by the Cfore team which crosschecked the data by visiting the campuses. Veracity of information was also checked by mystery auditing method," explains Palety

As per the objective survey, marks were allotted to individual colleges on specific sub parameters by considering the topper for that parameter. "For instance if marks for median salary is 25 and the highest median salary offered is ₹10 lakh per annum, then marks allotted to an institute where median

salary offered was ₹5 lakhper annum would be 12.5," says Palety

The aggregate of perceptual and objective scores were added to achieve final scores for each institute.

The top five institutes in engineering and management and top institutes each in animation, hotel management, fashion technology and mass communication were thus filtered for awards.

An interesting trend that emerged was that there is a huge gap between the top colleges and the others. Also in private institutes the systems and processes to create new knowledge is lacking.

Another disturbing trend that emerged is that institutes imparting vocational courses (particularly animation) do not have full fledged faculty.

"Further, owing to sluggish economic growth in the last quarter of 2012 there has been a gradual decline in placements of private colleges by 20 to 30 %," sums Palety.

virtual communities and virtual learning environments. This has resulted to a world class learning experience. Some of ite technical initiatives are iLearn and iCampus, which are cloud-based Learning Management Solutions (LMS) within a three-fold innovation system, with a built-in framework to incorporate a detailed blueprint for laying down learning outcomes as required by AACSB International.

Profile of colleges that won awards:

Apeejay Institute of Mass Communication: The college offers postgraduate diploma in advertising and marketing communication, public relations and event management, and television
Oberoi Centre for Learning

& Development: The institute offers a bachelor degree in hotel management.
Pearl Academy: Affiliated to Indira Gandhi National Open University, it offers courses in fashion and textile, fashion marketing and fashion merchandising.
Birla Institute of Technology, Extension Centre, Noida: This institute is affiliated to BIT Mesra and offers undergraduate and postgraduate degree programmes in management, computer science, animation and multimedia.
Jaypee Institute of Information Technology: This institute under the Jaypee Group of Companies offers BTech, MTech and dual degree B Tech and MTech programmes.
ITM University: ITM University was founded to

promote excellence in technical and management education.
JSS Academy of Technical Education: This institute offers engineering and technology courses along with management courses.
Krishna Institute of Engineering and Technology: This institute affiliated to Uttar Pradesh Technical University offers bachelor of engineering and master of business administration courses.
Galgotias College of Engineering & Technology: Affiliated to Uttar Pradesh Technical University it offers BTech and MTech programmes.
International Management Institute: This is a corporate backed management school offering post graduate diploma courses on management

and human resource maangement.
Institute of Management Technology, Ghaziabad: Known for its part time and executive management courses.
Birla Institute of Management Technology: It offers postgraduate diploma and PhD courses in business management, retail management and international business.
Lal Bahadur Shastri Institute of Management:- It offers courses like post graduate diploma in finance management along with part time and executive postgraduate diploma courses.
Fore School of Management: It has courses like managerial decision-making, problem-solving, analytical reasoning, among others.

HT CAMPUS-C FORE SURVEY: THE BEST INSTITUTES IN NCR

Top b-schools

IMI, Delhi

IMT, Ghaziabad

BIMTECH, Greater Noida

Lal Bahadur Shastri Institute of Management, Dwarka

Fore School of Management, Delhi

Top animation institutes

BIT , Mesra, Noida Centre
MAAC

Top fashion technology institutes

Pearl Academy
Apeejay Institute of Design

Top hotel management institutes

Oberoi Centre for Learning & Development
Banarsidas Chandiwala Institute of Hotel Management & Catering Technology

Top engineering colleges

Jaypee Institute of Information Technology University
ITM Gurgaon
J S S Academy of Technical Education
Krishna Institute of Engg & Technology
Galgotia's College of Engineering

Top mass communication institutes

Apeejay Institute of Mass Communication
Jagan Institute of Management and Mass Communication

METHODOLOGY

Research organisation C fore conducted the perceptual and objective survey in Delhi/NCR to identify top professional colleges in six areas, namely engineering, management , animation, fashion technology, hotel management and media & mass communication.

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iting the campuses. Veracity of information was also checked by mystery auditing method.

The objective scores the marks were allotted to a B-school against a particular sub parameter by normalising against the topper for that parameter. Eg, if marks for median salary were 25 and the highest median salary offered was ₹10 lakh per annum, then marks allotted to an institute where median salary offered was ₹5 lakh per annum would be 5/10*25 = 12.5 .

The aggregate of perceptual and objective scores was added to arrive at the final score for a institute. The top five institutes in engineering and nanagement and top institute each in animation , hotel management, fashion technology and media and mass communication were thus filtered for awards.