

**IIRF Survey Form 2025**

**For**

**INDIAN B-SCHOOL**

Please send your survey at **iirf@maction.com** and [**iirfranking@gmail.com**](mailto:iirfranking@gmail.com)

Before **October 30, 2024**

# Introduction:

Namaste! Sir/Madam,

Maction Consulting Pvt. Ltd. is a full-service research and consulting firm based in Ahmedabad, India. We are conducting a study for the Indian Institutional Ranking Framework (IIRF). This study aims to provide internationally comparable data on key aspects of various institutes attributes, such as Employability, Placement Performance, Teaching Learning Resources & Pedagogy, Research, Industry Tie-Up and Integration, Placement Strategies & Support, Wellbeing, Future Orientation, and External Perception (Peer group & Alumni) to rank the B-Schools in this country. In this regard, I would be incredibly grateful if you could spare some time and provide us your valuable inputs by participating in this study. Your answers will be kept confidential, and your name shall not be mentioned without your consent. Your responses will be aggregated with other responses analysed and shared with the client. Thank you

Please note that your response should be based on the **previous academic year 2023-24.**

**IIRF:** IIRF functions under the parent body “International Institutional Ranking Framework”

It inducts renowned professionals from Industry and Academia fraternity on its Quality Assurance &

Framework Committee.

The Scoring Pattern is explained as below:

|  |  |  |
| --- | --- | --- |
| **No.** | **Dimension** | **Maximum Marks** |
| **1** | Graduate Outcomes (Employability & Quality Intake) | 100 |
| **2** | Teaching Learning Resources & Pedagogy | 100 |
| **3** | Research | 100 |
| **4** | Industry Income and Integration | 100 |
| **5** | Placement Strategies & Support | 100 |
| **6** | Wellbeing & Future Orientation | 100 |
| **7** | Peer Perception & Alumni Feedback | 100 |
| **8** | Employers’ Reputation & International Outlook | 100 |

*Note: In case, any detail is not available, please mention ‘Not Available’.*

*Note: In case, any detail is not provided for any head, Maction and IIRF will search for the same data from web sources/previously published reports etc.*

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| **1.** | **QUESTIONNAIRE: INSTITUTIONAL BACKGROUND** | | | | | | | | |
| 1.1. | Name of B- School / Institute | |  | | | | | | |
| 1.2. | Address | |  | | | | | | |
| 1.3. | Tel. | |  | | Mobile |  | | | |
| 1.4. | E-mail | |  | | Website |  | | | |
| 1.5. | Name of Dean or Director | | |  | | | | | |
|  | Contact No. | | |  | | | | | |
|  | E-mail | | |  | | | | | |
| 1.6. | Year of Establishment | | |  | Is approved by AICTE/UGC | | | Yes / No | |
| 1.7. | Status | | | Public / Private |  | | | | |
| 1.8. | Name of Trust that established the institute | | | |  | | | | |
| 1.9. | Name of the Trust & Chairman | | | | | | | | |
| 1.10. | Overseas campuses  (if any) | Sr.  No. | Name | | City | | Name of other Institute Tie-up | | Year |
| 1 |  | |  | |  | |  |
| 2 |  | |  | |  | |  |

1.11 Please assign how much importance is given by your institute for the following parameters.

|  |  |  |
| --- | --- | --- |
| **No.** | **Parameter** | **Out of 100%** |
| **1** | Graduate Outcomes (Employability & Quality Intake) | % |
| **2** | Teaching Learning Resources & Pedagogy | % |
| **3** | Research | % |
| **4** | Industry Income and Integration | % |
| **5** | Placement Strategies & Support | % |
| **6** | Wellbeing & Future Orientation | % |
| **7** | Peer Perception & Alumni Feedback | % |
| **8** | Employers’ Reputation & International Outlook | % |
|  | **Total should Tally** | 100% |

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| --- | --- | --- | --- | --- |
| **2.** | **ACADEMIC PROGRAMMES 2023-24: Regular Courses only** | | | |
|  | **Programmes Offered** | | | |
| 2.1. | PG Diploma | **Programme** | **Duration (Years)** | **No. of Students** |
| PG Program in Management (PGPM) - Full time |  |  |
| PG Program in Management (PGPM) - Part-time |  |  |
| PG Diploma in Management (PGDM) / MBA - Full time |  |  |
| PG Diploma in Management (PGDM) / MBA - Part-time |  |  |
| Global MBA (GMBA) |  |  |
| PG Diploma in Business Management (PGDBM) - Full  time |  |  |
| PG Diploma in Business Management (PGDBM) - Part-  time |  |  |
| PG Diploma in Business Administration (PGDBA) - Full  time |  |  |
| PG Diploma in Business Administration (PGDBA) - Part-  time |  |  |
| PG Diploma in HR Management (PGDM HR) / MBA HR -  Full time |  |  |
| PG Diploma in HR Management (PGDM HR) / MBA HR -  Part-time |  |  |
| PG Diploma in Retail Management – Full time |  |  |
| PG Diploma in Retail Management – Part time |  |  |
| PG Diploma in Rural Management – Full time |  |  |
| PG Diploma in Rural Management – Part time |  |  |
| PG Diploma in E-Commerce & Digital Marketing |  |  |
| PG Diploma in Entrepreneurship Development |  |  |
| PG Diploma in Cyber Security |  |  |
| PG Diploma in Digital Forensic |  |  |
| Ph.D. (Management) - Full time |  |  |
| Ph.D. (Management) - Part-time |  |  |
| Executive MBA (Part time / Weekly) |  |  |
| Other PGD: |  |  |
| Other PGD: |  |  |
| Total No. of Students | |  |
| *Note:* | | | | |

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| 2.2. | Other management related programs | **Programme** | **Duration (Years)** | **No. of Students** |
| Chartered Finance Management (CFM) |  |  |
| Graduate Diploma in Management |  |  |
| Graduate Diploma in Economics |  |  |
| Graduate Diploma in Finance |  |  |
| Graduate Diploma in Data Science |  |  |
| Executive Diploma in Management |  |  |
| Certificate Program in Management |  |  |
| Diploma in Business Administration (DBA) |  |  |
|  |  | Others 1: |  |  |
|  |  | Others 2: |  |  |
|  |  | Total No. of Students | |  |
| *Note:* | | | | |

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| **3.** | **GRADUATE OUTCOMES (EMPLOYABILITY & QUALITY INTAKE)** | |
| 3.1. | Streams available | ***Please tick whichever is applicable:***   1. Marketing  2. General Management  3. HR  4. Finance  5. IT & Systems  6. Production & Operations  7. Supply Chain  8. Business Analytics  9. Data Science  10. Others (Mention) |
| 3.2. | Number of departments (Regular courses only) |  |
| 3.3. | Number of courses (Regular courses only) |  |

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| --- | --- | --- |
| 3.4. | Students: Approval vs. Actual Intake (2023-24) (all regular programs) | Approval: No.  Actual intake: No. |
| 3.5. | Total number of companies visited for recruitment |  |
| 3.6. | Of which, Number of Companies visited having turnover of 500 Cr. and above |  |
| 3.7. | Number of Placements offered (by 500 Cr. Companies): 2023-24 |  |
| 3.8. | Of which, Number of companies visited having less than 500 Cr. |  |
| 3.9. | Percentage of Placements (%) (w.r.to total candidates passed  out) |  |
| 3.10. | Minimum Salary/Annum of Students placed (In Rs. Lacs) |  |
| 3.11. | Maximum Salary/Annum of Students placed (In Rs. Lacs) |  |
| 3.12. | Median Salary/Annum of Students placed (In Rs. Lacs) |  |

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| **4.** | **TEACHING LEARNING RESOURCES & PEDAGOGY** | |
| 4.1. | No. of Faculty with Ph.D. (Permanent role) |  |
| 4.2. | No. of Faculty without Ph.D. (Permanent role) (But PG, PG with M.Phil. PG and currently doing |  |
| 4.3. | No. of Part time/ Temporary Faculty |  |
| 4.4. | Average number of students per faculty(Faculty Student Ratio) |  |
| 4.5. | No. of Faculty Development Programs conducted by own faculty |  |
| 4.6. | No. of Faculty Development Programs conducted by external faculty/trainers |  |
| 4.7. | Number of Students completed Ph.D. or Equivalent Programme (full time/part time) |  |
| 4.8. | Faculty Performance Assessment/ Teaching Skills: Number of Articles Published in national Newspapers and standard magazines by faculties |  |
| 4.9. | Accreditation National Level (Mention Names) |  |
| 4.10. | Accreditation International Level (Mention Names) |  |
| 4.11. | No. of. Guest Lecturers arranged |  |

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| 4.12. | No. of workshops arranged for Students | | |  | |
| **5.** | **RESEARCH: 2023-24** | | | | |
| 5.1. | Details of Ph.D. of senior faculties of your institution | | | | |
|  | Sr. No | Faculty Name | Subject of study | | Institution from where Ph.D. is pursued |
|  | 1 |  |  | |  |
|  | 2 |  |  | |  |
|  | 3 |  |  | |  |
|  | 4 |  |  | |  |
|  | 5 |  |  | |  |
|  | 6 |  |  | |  |
|  | 7 |  |  | |  |
|  | 8 |  |  | |  |
|  | 9 |  |  | |  |
|  | 10 |  |  | |  |

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| 5.2. | Number of research papers published by senior faculties of this B-School: 2023-24 | | | | | | |
| Sr. No | Faculty Name | Total No. of research papers published | No. of research papers published under FT 50 indexed journals | No. of research papers published under ABDC  indexed journals | No. of research papers published under Scopus indexed journals | Cite Score for Scopus index | No. of research papers published under Other journals |
| 1 |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |  |

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| 5.3. | Research papers published by senior faculty: Reference Link – Faculty 1 | |
|  | **1. Faculty Name:** | |
|  | **Reference/Link of research paper** | |
| 1. | **Under FT 50 indexed journals: Reference Link of research paper** | **Under ABDC indexed journals: Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |
| **Under Scopus indexed journals: Reference Link of research paper** | **Under Other journals:**  **Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |

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| --- | --- | --- |
| 5.4. | Research papers published by senior faculty: Reference Link – Faculty 2 | |
|  | **2. Faculty Name:** | |
|  | **Reference/Link of research paper** | |
| 2. | **Under FT 50 indexed journals: Reference Link of research paper** | **Under ABDC indexed journals: Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |
| **Under Scopus indexed journals: Reference Link of research paper** | **Under Other journals:**  **Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |

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| 5.5. | Research papers published by senior faculty: Reference Link – Faculty 3 | |
|  | **3. Faculty Name:** | |
|  | **Reference/Link of research paper** | |
| 3. | **Under FT 50 indexed journals: Reference Link of research paper** | **Under ABDC indexed journals: Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |
| **Under Scopus indexed journals: Reference Link of research paper** | **Under Other journals:**  **Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |

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| --- | --- | --- |
| 5.6. | Research papers published by senior faculty: Reference Link – Faculty 4 | |
|  | **4. Faculty Name:** | |
|  | **Reference/Link of research paper** | |
| 4. | **Under FT 50 indexed journals: Reference Link of research paper** | **Under ABDC indexed journals: Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |
| **Under Scopus indexed journals: Reference Link of research paper** | **Under Other journals:**  **Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |

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| --- | --- | --- |
| 5.7. | Research papers published by senior faculty: Reference Link – Faculty 5 | |
|  | **5. Faculty Name:** | |
|  | **Reference/Link of research paper** | |
| 5. | **Under FT 50 indexed journals: Reference Link of research paper** | **Under ABDC indexed journals: Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |
| **Under Scopus indexed journals: Reference Link of research paper** | **Under Other journals:**  **Reference Link of research paper** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| *Note: Please add in separate paper, for extra papers* | |

***Note:*** *The link references are required to achieve improved score for your B-School.*

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| 5.8. | Is your research publication used to develop corporate/consultancy assignment | | | **Yes / No**  *If Yes****,*** *Fill the below table* | | |
|  | Sr. No | Research Name | Consultancy Name | | Details of research | Revenue generated  (Rs.) |
|  | 1. |  |  | |  |  |
|  | 2. |  |  | |  |  |
|  | 3. |  |  | |  |  |
|  | 4. |  |  | |  |  |
|  | 5. |  |  | |  |  |
| 5.9. | Reputation of institute (among general public) | | | | *Tick Any one here* | |
|  | Just building the reputation now | | | | 1 | |
|  | Reputed institute national level | | | | 2 | |
|  | Reputed institute international level | | | | 3 | |
|  | Reputed institute national and international level | | | | 4 | |
|  | Highly Reputed institute national level | | | | 5 | |
|  | Highly Reputed institute international level | | | | 6 | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **6.** | **INDUSTRY INCOME AND INTEGRATION** | | | |
| 6.1. | Number of Corporate Leaders visited in Campus for Lectures | |  | |
| 6.2. | Knowledge transfer income/Training outside/ Webinar arrangement. Knowledge tie ups | | | |
|  | 6.2.1. | Webinars conducted (Y/N) | 1 = Yes | 0 = No |
|  | 6.2.2. | If Yes, No. of webinars conducted in last academic year: \_\_\_\_\_\_\_ Numbers | | |
|  | 6.2.3. | Training Sessions outside institutes (Y/N) | 1 = Yes | 0 = No |
|  | 6.2.4. | If Yes, No. of training sessions outside conducted in last academic year: \_\_\_\_\_\_\_\_\_ Numbers | | |
|  | 6.2.5. | Knowledge Tie-Ups with other Institutes/ bodies | 1 = Yes | 0 = No |
|  | 6.2.6. | If Yes, No. of knowledge tie-ups |  | |
|  | 6.2.7. | If, Please name the institutes/bodies |  | |

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| 6.3. | Internship for Students (with Companies/Corporates) | | | | |
|  |  |  | Type | | No. of programs: Paid  Internship: |
|  | 6.3.1. | Internship Programmes | 1 = Paid | 2 = Unpaid | No. of programs: Unpaid  Internship: |
|  | 6.3.2. | Exchange Programmes-Domestic | 1 = Yes | 0 = No | Details: |
|  | 6.3.3. | Exchange Programmes-International | 1 = Yes | 0 = No | Details: |

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| --- | --- | --- | --- | --- |
| **7.** | **PLACEMENT STRATEGIES & SUPPORT** | | | |
| 7.1. | Institutional Support | | | |
|  | 7.1.1. | Have Placement cell | 1 = Yes | 0 = No |
|  | 7.1.2. | If Yes, Active Status of placement cell | Fairly active Moderately active Active  Very active | |
|  | 7.1.3. | Conduct Mock Interviews for students | 1 = Yes | 0 = No |
|  | 7.1.4. | If Yes, Active Status of Mock interviews | Fairly active Moderately active Active  Very active | |
|  | 7.1.5. | HR expert discussions | 1 = Yes | 0 = No |
|  | 7.1.6. | If Yes, Active status of HR expert discussion | Fairly active Moderately active Active  Very active | |
|  | 7.1.7. | Resume Development Support | 1 = Yes | 0 = No |
|  | 7.1.8. | If Yes, Support level to students | Fair Moderate Good  Very good | |
| 7.2. | Alumni support *(Alumni support is understood as Alumni invites students for their company)* | | 1 = Yes | 0 = No |
| 7.3. | If yes, for what purposes | | Please Tick | |
|  | Job Placement support | | 1 | |
|  | Intern placement support | | 2 | |
|  | Knowledge sharing sessions | | 3 | |
|  | Expert guidance/Mentorship | | 4 | |
|  | Others | | 5 | |

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| **8.** | | **WELLBEING & FUTURE ORIENTATION** | | | | | | | | |
| 8.1. | | Incubation / Start Up Cell Availability | | 1= Not available /  No plans | | | 2=Planning  soon | | 3= Available | |
| *If Yes*, Establishment Year: | | | | | | |
| 8.2. | | Idea Generation | | | | | | | | |
| 8.2.1. | | Idea Development by Professors | | 1 = Low | 2 = Medium | | 3 = High | | 4 = Very high |
| 8.2.2. | | Idea development by Students | | 1 = Low | 2 = Medium | | 3 = High | | 4 = Very high |
| 8.3. | | Research team availability for Incubation research | | 1 = Low | 2 = Medium | | 3 = High | | 4 = Very high |

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| **9.** | **PEER PERCEPTION & ALUMNI FEEDBACK** | | | | |
| 9.1. | Vision, Strategy and Governance Mechanism- Availability of clear cut Vision, Strategy and how to achieve it procedures | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.2. | Investing on Development Activities | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.3. | Public views: Current brand image | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.4. | Public views: Degree validity in job markets | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.5. | Public views: Skill development for students | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.6. | Public views: New courses or New branches started | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |
| 9.7. | Public views: Pride of Students | 1 = Low | 2 = Medium | 3 = High | 4 = Very high |

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| --- | --- | --- |
| **10.** | **EMPLOYERS’ REPUTATION & INTERNATIONAL OUTLOOK** | |
| 10.1. | No. of international staff (full time & part time) |  |
| 10.2. | Percentage of International Staff (% of total staff) |  |
| 10.3. | No. of international students (full time & part time) |  |
| 10.4. | Percentage of International Students (% of total students) |  |
| 10.5. | Number of International collaborations & alliances |  |

|  |  |
| --- | --- |
| **RESPONDENT’S DETAILS** | |
| Name of Respondent |  |
| Department |  |
| Designation |  |
| Email Id |  |
| Contact Number |  |
| Declaration | *I, hereby, confirm that the information shared on behalf of our University/Institute are true to the best of my knowledge and concern. And this information can be used for next two years as the basis of IIRF’s next two years ranking. Though the University/Institute will update the further information to IIRF research if necessary for next ranking. IIRF is also authorized to explore the data from secondary research if the University/Institute is unable to provide the updated data/research to IIRF in consecutive year survey.* |
| Signature & Seal |  |

# Annexure: Please provide here other additional details.

*Please attach required supporting documents/photo copies.*

# *Best Regards,*

# Mr. M. Sekar

## Associate Director – Insights and Analytics

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**Website:** [www.maction.com](http://www.maction.com/)

***“To equip generations with the kind of knowledge that makes all our lives better.”***

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**THANK YOU FOR YOUR PARTICIPATION!**