

COVER STORY



Learning curve: Aditi Rajnandini, R.V. College of Engineering, Bangalore, wants to pursue an MBA after her biotechnology course

BINABU BHASKASHI CHANDIOA

Change of course

As students begin to follow their heart rather than conventions, unorthodox courses are gaining popularity.

THE WEEK-HANSA Research survey finds out the best colleges for the most popular courses

By Sharmista Chaudhury

THE WEEK-HANSA Research survey

TOP COLLEGES **ARTS**

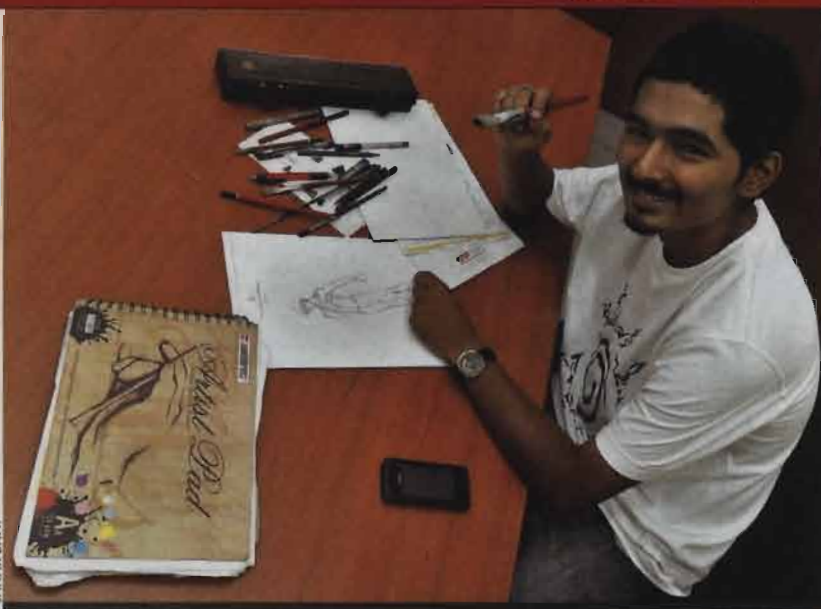
1	St Xavier's College	Mumbai
2	Lady Shri Ram College For Women	Delhi
3	Hindu College	Delhi
4	Shri Venkateswara College	Delhi
5	Fergusson College	Pune
6	St Stephen's College	Delhi
7	St Joseph's College	Bangalore
8	Loyola College	Chennai
9	Presidency College	Chennai
10	Mount Carmel College	Bangalore
11	Presidency College	Kolkata
12	Birla College of Arts, Science & Commerce	Mumbai
13	Women's Christian College	Chennai
14	St Xavier's College	Ahmedabad
15	Miranda House	Delhi
16	St Xavier's College	Kolkata
17	Stella Maris College	Chennai
18	Mithibai College of Arts	Mumbai
19	Symbiosis College of Arts and Commerce	Pune
20	Hansraj College	Delhi
21	Madras Christian College	Chennai
22	Christ College	Bangalore
23	S.I.E. Society's College of Arts, Science & Commerce	Mumbai
24	Wilson College	Mumbai
25	Scottish Church College	Kolkata

Anirudhan Chandrasekaran, 18, seldom bunks classes. "Even if I have to miss a class I ask my professors what they are going to teach and go home and look it up," says the SRM University student. So what is it so interesting that he is studying? It's nanotechnology. He is learning to reduce the size of particles. "It is not a course, it's more like a novel; you want to know what happens next," he says.

Two years ago when Anirudhan decided to study nanotechnology, he was told there was no scope for it. "I did not want to be stuck doing IT or electronic engineering. It's not something that interests me nor is it special," he says. So he took up the course and has even thought about what he wants to do after graduating. "I plan to go abroad for my master's and then do research in nanotechnology," he says.

Like Anirudhan, a growing number of students are opting for what interests them, not what is lucrative or what others take up. While there is a long way to go before nanotechnol-

JANAK BHAT



Lines and hues

AJITESH S. BHATTACHARJEE, BSC MULTIMEDIA, PICASSO ANIMATION COLLEGE, DELHI

I don't know how or when I got addicted to sketching, but I'm glad I did. In our country, people say there is no future for such a field as they feel that such a new concept is no match for age-old fields like medicine and engineering. Currently I am pursuing a BSc. degree in animation. This course gives an insight into 3D computer animation and the technical know-how. My goal is to become a concept and storyboard artist. The path to becoming a great artist isn't an easy one but it is definitely the one I wish to walk on.

Zonal ranking **ARTS**

WEST

1	St Xavier's College	Mumbai
2	Fergusson College	Pune
3	Birla College of Arts, Science & Commerce	Mumbai
4	St Xavier's College	Ahmedabad
5	Mithibai College of Arts	Mumbai
6	Symbiosis Society's College of Arts and Commerce	Pune
7	S.I.E. Society's College of Arts, Science & Commerce	Mumbai
8	Wilson College	Mumbai
9	Ramnarain Ruia College	Mumbai
10	Elphinstone College	Mumbai

EAST

1	Presidency College	Kolkata
2	St Xavier's College	Kolkata
3	Scottish Church College	Kolkata
4	Patna Women's College	Patna
5	Sri Sikshayatan College	Kolkata
6	Loreto College	Kolkata
7	Ashutosh College	Kolkata
8	A.N. College	Patna
9	Women's Christian College	Kolkata
10	Lady Barabourne College	Kolkata

NORTH

1	Lady Shri Ram College For Women	Delhi
2	Hindu College	Delhi
3	Shri Venkateswara College	Delhi
4	St Stephen's College	Delhi
5	Miranda House	Delhi
6	Hansraj College	Delhi
7	Indraprastha College for Women	Delhi
8	S.G.T.B. Khalsa College	Delhi
9	Ramjas College	Delhi
10	Kamala Nehru College for Women	Delhi

SOUTH

1	St Joseph's College	Bangalore
2	Loyola College	Chennai
3	Presidency College	Chennai
4	Mount Carmel College	Bangalore
5	Women's Christian College	Chennai
6	Stella Maris College	Chennai
7	Madras Christian College	Chennai
8	Christ College	Bangalore
9	Guru Nanak College	Chennai
10	Ethiraj College for Women	Chennai

TOP COLLEGES **SCIENCE**

1	St Stephen's College	Delhi
2	Hindu College	Delhi
3	Miranda House	Delhi
4	Loyola College	Chennai
5	St Xavier's College	Kolkata
6	Presidency College	Chennai
7	St Xavier's College	Mumbai
8	Gargi College	Delhi
9	Jesus and Mary College	Delhi
10	Fergusson College	Pune
11	Ethiraj College for Women	Chennai
12	Hansraj College	Delhi
13	Mount Carmel College	Bangalore
14	Maitreyi College	Delhi
15	A.V. College of Arts, Science & Commerce	Hyderabad
16	Vivekananda College	Chennai
17	Shri Venkateswara College	Delhi
17	Christ College	Bangalore
17	St Joseph's College	Bangalore
20	Indraprastha College	Delhi
21	Acharya Narendra Dev College	Delhi
22	Madras Christian College	Chennai
23	Jyoti Nivas College	Bangalore
24	K.J. Somaiya College of Science & Commerce	Mumbai
24	Nizam College	Hyderabad

ogy replaces information technology or electrical engineering as the preferred choice of students, there is a noticeable shift. Says Prof. Ankita Chakravarthy Bhattacharjee, dean, Amity School of Business, Kolkata: "Although there are not many institutes offering the course, it is replacing biotechnology in popularity."

It seems students know what they want, and becoming a doctor or an engineer is just part of a larger universe of opportunities. As a result, specialisation begins early. Ashish Agarwal decided right after higher secondary that science was not his cup of tea. He chose a bachelor's in finance and investment analysis at Shaheed Sukhdev College of Business Studies, Delhi University. "I was fascinated by banking and investment and I wanted to pursue a career in this," he says. In fact, he is sure about what he wants to do in the future, too. "I will try to get a job and then do an MBA in finance or a master's in finance after getting some work experience," he says.

Students are not averse to experimenting to find the right fit; in fact, it is the most important thing for many of them. Take the case of Yashi

Zonal ranking **SCIENCE****WEST**

1	St Xavier's College	Mumbai
2	Fergusson College	Pune
3	K.J. Somaiya College of Science & Commerce	Mumbai
4	D.G. Ruparel College of Arts Science & Commerce	Mumbai
5	St Xavier's College	Ahmedabad
6	Ramnarain Ruia College	Mumbai
7	Bhavan's College	Mumbai
8	Kishinchand Chellaram College	Mumbai
8	Sophia College for Women	Mumbai
10	St Andrews College of Arts, Science & Commerce	Mumbai

EAST

1	St Xavier's College	Kolkata
2	Lady Barabourne College	Kolkata
3	Bethune College	Kolkata
4	Presidency College	Kolkata
5	Ashutosh College	Kolkata
6	Scottish Church College	Kolkata
7	Maulana Azad College	Kolkata
8	A.N. College	Patna
9	Patna Science College	Patna
10	Patna Women's College	Patna

NORTH

1	St Stephen's College	Delhi
2	Hindu College	Delhi
3	Miranda House	Delhi
4	Gargi College	Delhi
5	Jesus and Mary College	Delhi
6	Hansraj College	Delhi
7	Maitreyi College	Delhi
8	Shri Venkateswara College	Delhi
9	Indraprastha College	Delhi
10	Acharya Narendra Dev College	Delhi

SOUTH

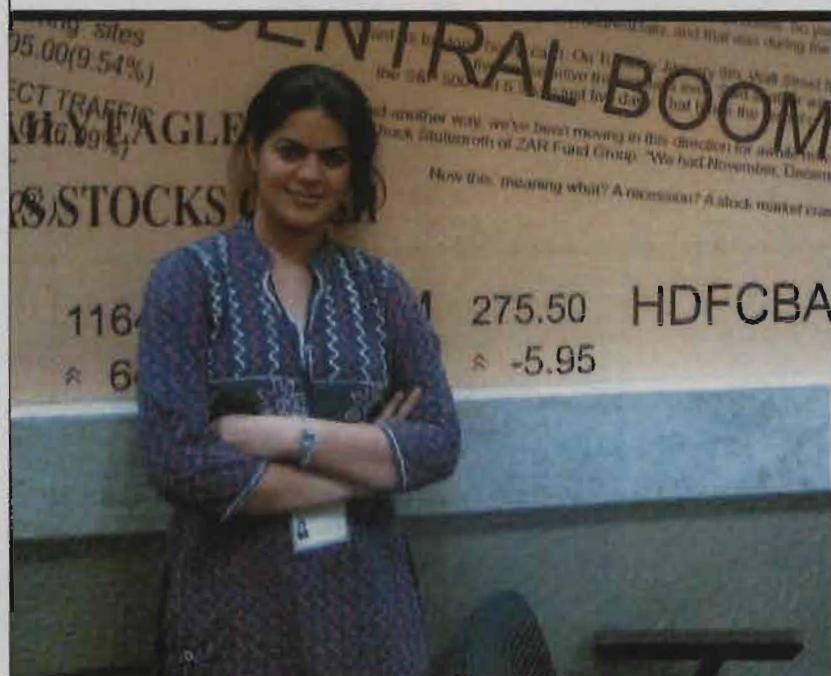
1	Loyola College	Chennai
2	Presidency College	Chennai
3	Ethiraj College for Women	Chennai
4	Mount Carmel College	Bangalore
5	A.V. College of Arts, Science & Commerce	Hyderabad
6	Vivekananda College	Chennai
7	Christ College	Bangalore
7	St Joseph's College	Bangalore
9	Madras Christian College	Chennai
10	Jyoti Nivas College	Bangalore

Shukla, who loves sports shoes and has a talent for designing. So when she came across a course that gave her the opportunity to design shoes, she knew she had found the right fit. "Designing shoes is quite creative and my course combines design and management," she says. And what? The sector offers quite some opportunities. Says Sandeep Bhatia of Footwear Design and Development Institute of India, Noida: "Since many international brands have come to India, it has become necessary to train students in footwear—right from footwear technology, merchandising to material management." The institute offers BSc and MSc courses in everything related to footwear.

Students also prefer courses that offer more in less time. Take, for example, the five-year MBA Tech degree offered by NMIMS University, which has been steadily gaining popularity among students. Dr Sunil Rai, dean (technology management) of Mukesh Patel School of Technology Management and Engineering, says, "It makes economical sense for MNCs to hire a 22-year-old MBA graduate at ₹6 lakh per annum instead of taking someone who is older at a higher pay scale." The fourth batch has just

TOP COLLEGES MEDICINE

1	All India Institute of Medical Sciences	Delhi
2	Armed Forces Medical College (AFMC)	Pune
3	Christian Medical College (CMC)	Vellore
4	Lady Hardinge Medical College	Delhi
5	Maulana Azad Medical College	Delhi
6	Kasturba Medical College (KMC)	Manipal
7	Grant Medical College	Mumbai
8	Madras Medical College	Chennai
9	JIPMER	Puducherry
10	St John's Medical College	Bangalore
11	B.J. Medical College	Ahmedabad
12	Bangalore Medical College and Research Institute	Bangalore
12	Seth GS Medical College	Mumbai
14	Sanjay Gandhi Postgraduate Institute of Medical Science	Lucknow
15	University College of Medical Science & GTB Hospital	Delhi
16	Medical College and Hospital	Kolkata
17	SRMC	Chennai
18	Osmania Medical College	Hyderabad
19	Smt. N.H.L. Municipal Medical College	Ahmedabad
20	Institute of Medical Sciences, BHU	Varanasi
21	Topiwala National Medical College	Mumbai
22	King George Medical University	Lucknow
23	Amrita Institute of Medical Science & Research Centre	Kochi
24	Christian Medical College	Ludhiana
24	Stanley Medical College	Chennai



Best of both worlds

AASTHA BHARADWAJ, MBA TECH, NMIMS, MUMBAI

I came to know about the course (MBA Tech) through a bookseller when I had gone to look for books to prepare for my engineering entrance exams. So I decided to take a look and realised that I would be merging engineering and finance and also saving a year. This course has made me a techno manager thanks to the focus on blending technology with management. Also, the fact that I will complete my MBA a year earlier gives me the early bird advantage.

passed out from his institute.

Career counsellors see an economic divide in education, but it has nothing to do with the course fees. While those who come from low-income brackets prefer the safe options, such as IT, engineering or business management, those who are well-off tend to experiment. "Many may not want to do engineering, they would rather do a BSc IT course or biomedical engineering or even forensic science," says education counsellor Usha Albuquerque.

There are a few courses, such as animation and computer gaming, that gained popularity lately thanks to the increasing demand for professionals in these streams. Jitendra Chaudhury, manager at Graphiti School of Animation, Mumbai, says the perception of animation itself is changing and that is what is drawing in more students to it. "Two years ago, animation was related only to entertainment. Now people see that it has uses in architecture, education, medicine and a lot of other areas and then there is the new era of gaming which depends on anima-

Practical choice

**DHRUV BANSAL,
SHAHEED SUKHDEV
COLLEGE OF BUSINESS
STUDIES, DELHI**

The Bachelor of Business Studies (BBS) course is considered to be one of the most extensive undergraduate management courses. I was keen on doing a course in finance and management from the beginning. Also, unlike traditional bachelor's degrees, this course throws light on the importance of practical application. I would probably do an MBA and take the CFA(US) exams. I'm looking to work in the field of research for a couple of years after which I would probably jump into consultancy.



Zonal ranking **MEDICINE**

WEST

- 1 Armed Forces Medical College (AFMC) Pune
- 2 Grant Medical College Mumbai
- 3 B.J. Medical College Ahmedabad
- 4 Seth GS Medical College Mumbai
- 5 Smt. N.H.L. Municipal Medical College Ahmedabad
- 6 Topiwala National Medical College Mumbai
- 7 Lokmanya Tilak Municipal Medical College Mumbai
- 8 Rajiv Gandhi Medical College Mumbai
- 9 Maharashtra Institute of Medical Edu. & Research Pune
- 10 B.J. Medical College Pune

SOUTH

- 1 Christian Medical College (CMC) Vellore
- 2 Kasturba Medical College (KMC) Manipal
- 3 Madras Medical College Chennai
- 4 JIPMER Puducherry
- 5 St John's Medical College Bangalore
- 6 Bangalore Medical College and Research Institute Bangalore
- 7 Sri Ramachandra Medical Clg & Res. Inst. (SRMC) Chennai
- 8 Osmania Medical College Hyderabad
- 9 Amrita Institute of Medical Science & Research Centre Kochi
- 10 Stanley Medical College Chennai

NORTH

- 1 All India Institute of Medical Sciences Delhi
- 2 Lady Hardinge Medical College Delhi
- 3 Maulana Azad Medical College Delhi
- 4 Sanjay Gandhi Postgraduate Institute of Medical Science Lucknow
- 5 University College of Medical Science & GTB Hospital Delhi
- 6 Institute of Medical Sciences, BHU Varanasi
- 7 King George Medical University Lucknow
- 8 Christian Medical College Ludhiana
- 9 Army College of Medical Sciences Delhi
- 10 Vardhman Mahavir Med College & Safdarjung Hospital Delhi

EAST

- 1 Medical College and Hospital Kolkata
- 2 Calcutta National Medical College Kolkata
- 3 Nilratan Sircar Medical College Kolkata
- 4 Nalanda Medical College Patna
- 5 Institute of Postgraduate Medical Education & Research Kolkata
- 6 Gauhati Medical College Guwahati
- 7 RG Kar Medical College Kolkata
- 8 KPC Medical College, Jadavpur Kolkata
- 9 Patna Medical College Patna
- 10 Assam Medical College Dibrugarh



Bigger stage

RASHI CHOUDHARY, POSTGRADUATE DIPLOMA (FINANCE AND INTERNATIONAL BUSINESS), AMITY BUSINESS SCHOOL, KOLKATA

After my graduation in business management, I decided to do an MBA in finance and international business. The rationale behind this was that a lot of companies were diversifying and looking to expand abroad. I figured out studying international business would ensure that I can be part of the action. I hope to work with a multinational, hopefully dealing with finance or international business.

tion, too," he says. This is one field, he says, where a student's talent can take him really far.

The colleges also are responding positively to the growing demand for new courses. Dr Jagmeet Madan of SVT College of Home Science, Mumbai, has seen many courses added to the curriculum to accommodate industry demand and the interest of students. "Nowadays, it's not just about medicine or engineering. Choosing a career is not so slotted. Students are innovative, they look for other options," he says.

With the enormous growth of the wellness industry, says Madan, there has been an increased interest in courses like clinical nutrition and hospitality. While fashion design has always been popular, students today want to supplement their degrees with specialised postgraduate degrees such as fashion merchandising. "A fashion merchandising degree can get you into the top retail chains right after graduation," he says.

Parveen Shaikh, head psychologist at the career counselling firm Young Buzz, sees students opt for courses that have an industry interface, as they want to know that what they are studying will be applicable

TOP COLLEGES COMMERCE

1	Lady Shri Ram College For Women	Delhi
2	St Xavier's College	Kolkata
3	Ramjas College	Delhi
4	Loyola College	Chennai
5	K.J. Somaiya College of Arts and Commerce	Mumbai
6	R.A. Podar College of Commerce & Economics	Mumbai
7	Madras Christian College	Chennai
8	Shri Ram College of Commerce	Delhi
8	Jesus and Mary College	Delhi
10	Mithibai College	Mumbai
11	Shri Venkateswara College	Delhi
11	Queen Mary's College	Chennai
13	Hindu College	Delhi
13	Ethiraj College for Women	Chennai
15	Sh. Narsee Monjee College of Commerce & Economics	Mumbai
16	Christ College	Bangalore
17	Sydenham College of Commerce and Economics	Mumbai
18	Presidency College	Chennai
18	H.K. Commerce College	Ahmedabad
20	Delhi College of Arts & Commerce	Delhi
21	H.R. College of Commerce & Economics	Mumbai
21	Mount Carmel College	Bangalore
23	Birla College of Arts, Science & Commerce	Mumbai
23	Bhavan's Sheth R.A. Shah College of Arts and Commerce	Ahmedabad
25	Goenka College of Commerce and Business Administration	Kolkata

Zonal ranking **COMMERCE****WEST**

1	K.J. Somaiya College of Arts and Commerce	Mumbai
2	R.A. Podar College of Commerce & Economics	Mumbai
3	Mithibai College	Mumbai
4	Sh. Narsee Monjee College of Commerce & Economics	Mumbai
5	Sydenham College of Commerce and Economics	Mumbai
6	H.K. Commerce College	Ahmedabad
7	H.R. College of Commerce & Economics	Mumbai
8	Birla College of Arts, Science & Commerce	Mumbai
8	Bhavan's Sheth R.A. Shah College of Arts and Commerce	Ahmedabad
10	Elphinstone College	Mumbai

EAST

1	St Xavier's College	Kolkata
2	Goenka College of Commerce and Business Administration	Kolkata
3	City College	Kolkata
4	Vaniya Mahavidyalaya	Patna
5	Patna Women's College	Patna
6	Magadh Mahila College	Patna
7	Government Women's College	Patna
8	A.N. College	Patna
9	Sivanath Sastri College	Kolkata
10	Sri Sikshayatan College	Kolkata

NORTH

1	Lady Shri Ram College For Women	Delhi
2	Ramjas College	Delhi
3	Shri Ram College of Commerce	Delhi
3	Jesus and Mary College	Delhi
5	Shri Venkateswara College	Delhi
6	Hindu College	Delhi
7	Delhi College of Arts & Commerce	Delhi
8	Indraprastha College for Women	Delhi
9	DAV College	Chandigarh
10	Hansraj College	Delhi

SOUTH

1	Loyola College	Chennai
2	Madras Christian College	Chennai
3	Queen Mary's College	Chennai
4	Ethiraj College for Women	Chennai
5	Christ College	Bangalore
6	Presidency College	Chennai
7	Mount Carmel College	Bangalore
8	Stella Maris College	Chennai
9	St Albert's College	Kochi
10	Indian Institute of Management and Commerce	Hyderabad

TOP COLLEGES **HOTEL MANAGEMENT**

1	Institute of Hotel Management, Catering & Nutrition, Pusa	Delhi
2	Welcome Group Graduate School of Hotel Admn. (WGSMA)	Manipal
3	Oberoi Centre for Learning and Development	Delhi
3	Institute of Hotel Management	Bangalore
5	Institute of Hotel Management	Mumbai
6	M.S. Ramaiah College of Hotel Management	Bangalore
7	Institute of Hotel Management Catering Technology and Applied Nutrition	Chennai
8	Institute of Hotel Management	Ahmedabad
9	International Institute of Hotel Management	Kolkata
10	Institute of Hotel Management	Kolkata
11	Kohinoor Institute of Hotel Management	Mumbai
12	Merit Swiss Asian School of Hotel Management	Ooty
13	Institute of Hotel Management, Catering Technology & Applied Nutrition	Meerut
14	Rizvi College of Hotel Management	Mumbai
15	Jagannath Institute of Management Science	Delhi
16	Dr D.Y. Patil Institute of Hotel Management & Catering Technology	Pune
17	Madras Institute of Hotel Management & Catering Technology	Chennai
18	Graphic Era Institute of Technology	Dehradun
18	EMPEE Institute of Hotel Management and Catering Technology	Chennai
20	Asia Pacific Institute of Management	Ahmedabad
20	Acharya Institute of Hotel Management & Catering Technology	Bangalore
22	Institute of Hotel Management	Jaipur
23	Institute of Hotel Management	Bhubaneswar
24	Banarsidas Chandiwala Institute of Hotel Management & Catering Technology	Delhi
25	J.P. Institute of Hotel Management & Catering Technology	Meerut

to a job. "Students today are more aware than their parents. They want to make sure that the course they opt for can be applicable to the industry. They want courses which also have internships as part of the curriculum," she says.

Family businesses have always been characteristic of India Inc., and the booming economy has given birth to many successful first-generation entrepreneurs. As a result, courses in family business management

and entrepreneurship are in good demand. Many B-schools have incubation programmes which encourage entrepreneurship.

Even in the social sector, there are courses which blend social awareness with entrepreneurial skills, such as the Master of Arts in Social Entrepreneurship offered by Tata Institute of Social Sciences, Mumbai. Says Dr Samapti Guha of TISS: "We felt the need for starting this new course after careful thought about

TOP COLLEGES ENGINEERING

1	IIT	Delhi
2	IIT	Kanpur
3	IIT	Kharagpur
4	IIT	Mumbai
5	IIT	Chennai
6	IIT	Roorkee
7	Institute of Technology, Banaras Hindu University (BHU)	Varanasi
8	Nirma Institute of Technology	Ahmedabad
9	IIT	Guwahati
9	Birla Institute of Technology and Sciences (BITS)	Pilani
11	International Institute of Information Technology	Hyderabad
12	Jamia Millia Islamia (JMI), Faculty of Engineering & Technology	Delhi
13	Indian Institute of Science	Bangalore
14	National Institute of Technology (NIT)	Warangal
15	Birla Institute of Technology (BIT)	Sindri
16	National Institute of Technology (NIT)	Suratkal
17	L.D. College of Engineering	Ahmedabad
17	Chaitanya Bharathi Institute of Technology	Hyderabad
17	Birla Institute of Technology (BIT), Mesra	Ranchi
20	Vellore Institute of Technology (VIT)	Vellore
20	College of Engineering, Anna University	Chennai
22	Indian Institute of Information Technology (IIIT)	Allahabad
22	Jawaharlal Nehru Technological University (JNTU) College of Engineering	Hyderabad
24	Indian School of Mines (ISM)	Dhanbad
25	National Institute of Industrial Engineering (NITIE)	Mumbai
26	SRM Institute of Science and Technology	Chennai
26	Punjab Engineering College (PEC) / PEC University of Technology	Chandigarh
26	Thadomal Shahani College of Engineering	Mumbai
29	National Institute of Technology (NIT)	Patna
29	National Institute of Technology (NIT)	Tiruchirapalli
31	Dharmsinh Desai University	Nadiad
31	P.S.G. College of Technology	Coimbatore
33	International Institute of Information Technology (IIIT)	Bangalore
34	Indraprastha Institute of Information Tech. (IIIT)	Delhi
35	Bengal Engineering & Science University, Shibpur	Kolkata
36	College of Engineering (CEG)	Guindy
37	Guru Tegh Bahadur Institute of Technology	Delhi
38	Dhirubhai Ambani Institute of Information & Communication Technology	Gandhinagar



SALIL BERA

Although there are not many institutes offering a course in nanotechnology, it is replacing biotechnology in popularity.

PROF. ANKITA CHAKRAVARTHY BHATTACHARJEE

Dean, Amity School of Business, Kolkata

the emerging needs of wider society to develop change leaders in the field of social sector, who can create enterprises with social purpose and impact, and thus generating wealth to enhance livelihood and sustainable development." The course aims at training and developing change leaders for social and environmental causes. Field-based experiential learning and classroom lectures ensure that students develop economically sustainable entrepreneurial activities.

Why are some courses more popular than others? Education counsellor Jayanti Ghosh says, "They are popular because they are in the news, and, hence, are better known and socially more acceptable." Some conventional courses, such as MBA,

TOP COLLEGES ENGINEERING

39	Chandigarh Engineering College	Mohali
40	National Institute of Technology (NIT)	Kurukshetra
40	Sardar Patel College of Engineering	Mumbai
42	National Institute of Technology (NIT)	Jamshedpur
43	College of Engineering, Attingal	Thiruvananthapuram
44	Malviya National Institute of Technology	Jaipur
44	BMS College of Engineering	Bangalore
46	University College of Engineering (UCE), Osmania University	Hyderabad
47	National Institute of Technology (NIT)	Agartala
48	National Institute of Technology (NIT)	Silchar
49	Sir M. Visvesvaraya Institute of Technology (Sir MVIT)	Bangalore
49	Delhi College of Engineering (DCE)	Delhi
51	R.V. College of Engineering (RVCE)	Bangalore
52	Visvesvaraya National Institute of Technology (VNIT)	Nagpur
52	Madras Institute of Technology (MIT)	Chennai
54	Thangal Kunju Musaliar College of Engineering (TKMC)	Kollam
54	Bangalore Institute of Technology (BIT)	Bangalore
54	Karunya Institute of Technology	Coimbatore
54	Coimbatore Institute of Technology	Coimbatore
58	Motilal Nehru National Institute of Technology	Allahabad
59	Dr B.R. Ambedkar National Institute of Technology	Jalandhar
59	Vasavi College of Engineering (VEC)	Hyderabad
61	National Institute of Technology (NIT)	Hamirpur
61	Peoples Education Society Institute of Tech. (PESIT)	Bangalore
63	National Institute of Technology (NIT)	Kozhikode
63	Institute of Engineering & Management	Kolkata
65	SCMS School Of Engineering & Technology	Kochi
65	Sree Chitra Thirunal College of Engineering	Thiruvananthapuram
65	Sathyabhama Engineering College	Chennai
65	University Visvesvaraya College of Engineering (UVCE)	Bangalore
69	Coimbatore Institute of Engineering and Technology	Coimbatore
70	Sinhgad College of Engineering	Pune
71	Babu Banarasi Das National Institute of Technology and Management	Lucknow
72	MVJ College of Engineering	Bangalore
73	St Joseph's College of Engineering	Chennai
74	Netaji Subhas Institute of Technology (NSIT)	Delhi
74	Harcourt Butler Technological Institute	Kanpur

Mistakes to avoid

It is imperative to have an idea about the career you would like to pursue while choosing a course. Therefore, the decision to choose or reject a course should be made over a period of time and after careful consideration of various relevant factors.

Some of the common mistakes students make while choosing a course are:

◆ Following the 'herd' mentality

Going for the most popular course without giving any consideration to the interest or ability

◆ Peer pressure

Choosing a course or college just because friends opt it, even if one is a circle in the square

◆ Parental expectations

Fulfilling parents' expectation is all right, provided the individual has matching aspirations and abilities

◆ Status

Going for a course perceived as prestigious and not because of genuine interest

◆ Marks scored

The marks are the deciding factor for many students. For example, students with high percentages tend to go for science subjects

Source: Swati Salunkhe

continue to be popular because they ensure a well-paid job. MBA degrees these days, however, go beyond marketing, finance and human resources. Be it telecommunications, retail, hospitality or fashion, every field needs trained managers in a booming economy, and specialisation is available for almost every industry.

Saanya Sanghvi, a second-year hospitality management student who had done her degree in psychology, has seen a shift in her personality and attitude since she began her course

at Amity University, Delhi. "Even out of the classroom, our department always makes sure hospitality students are there to take care of all events in the college. This constant interaction does instil confidence in a person," she says.

Specialisation is a process of distillation. For example, a course in retail management offers a graduate the expertise to work specifically in the retail industry. Students are taught everything from planning to customer service. And such freshers

are of great demand in the industry. Says Prof. Ramawamy Iyengar of L.N. Welingkar Institute of Management, Mumbai: "The retail industry has been booming and there is a short supply of talented manpower."

Employers prefer recruits with specialisation for obvious reasons. "While hiring, companies take into account the overall packaging of a prospective student. Since these courses are industry-specific and have an updated course curriculum, the students are geared in a much

Zonal ranking **ENGINEERING****WEST**

1	IIT	Mumbai
2	Nirma Institute of Technology	Ahmedabad
3	L.D. College of Engineering	Ahmedabad
4	National Institute of Industrial Engineering (NITIE)	Mumbai
5	Thadomal Shahani College of Engineering	Mumbai
6	Dharmsinh Desai University	Nadiad
7	Dhirubhai Ambani Institute	Gandhinagar
8	Sardar Patel College of Engineering	Mumbai
9	Visvesvaraya National Institute of Technology (VNIT)	Nagpur
10	Sinhgad College of Engineering	Pune
11	Maulana Azad National Institute of Technology (MANIT)	Bhopal
12	Indian Institute of Information Technology and Management	Gwalior
13	Institute of Chemical Technology, University of Mumbai	Mumbai
14	Veermata Jijabai Technological Institute (VJTI)	Mumbai
15	College of Engineering	Pune
16	Sardar Vallabhbhai National Institute of Technology	Surat
17	International Institute of Information Technology	Pune
18	Maharashtra Institute of Technology (MIT)	Pune
19	D.Y. Patil College of Engineering	Pune
20	D. J. Sanghvi College of Engineering	Mumbai
21	S.I.E.S. Graduate School of Technology	Mumbai
22	S.G.S. Institute of Technology & Science	Indore
23	N.R.I. Institute of Information Science & Tech.	Bhopal
24	Vishwakarma Institute of Technology (VIT)	Pune
25	Sardar Vallabhbhai Patel Institute of Technology (SVIT)	Valsad

SOUTH

1	IIT	Chennai
2	International Institute of Information Technology	Hyderabad
3	Indian Institute of Science	Bangalore
4	National Institute of Technology (NIT)	Warangal
5	National Institute of Technology (NIT)	Suratkal
6	Chaitanya Bharathi Institute of Technology	Hyderabad
7	Vellore Institute of Technology (VIT)	Vellore
8	College of Engineering, Anna University	Chennai
9	Jawaharalal Nehru Technological University (JNTU)	Hyderabad
10	SRM Institute of Science and Technology	Chennai
11	National Institute of Technology (NIT)	Tiruchirappalli
12	P.S.G. College of Technology	Coimbatore
13	International Institute of Information Technology (IIIT)	Bangalore
14	College of Engineering (CEG)	Guindy
15	College of Engineering, Attingal	Thiruvananthapuram
16	BMS College of Engineering	Bangalore
17	University College of Engineering (UCE), Osmania University	Hyderabad
18	Sir M. Visvesvaraya Institute of Technology (Sir MVIT)	Bangalore
19	R.V. College of Engineering (RVCE)	Bangalore
20	Madras Institute of Technology (MIT)	Chennai
21	Thangal Kunju Musaliar College of Engineering (TKMCC)	Kollam
22	Bangalore Institute of Technology (BIT)	Bangalore
23	Karunya Institute of Technology	Coimbatore
24	Coimbatore Institute of Technology	Coimbatore
25	Vasavi College of Engineering (VEC)	Hyderabad

NORTH

1	IIT	Delhi
2	IIT	Kanpur
3	IIT	Roorkee
4	Institute of Technology, Banaras Hindu University	Varanasi
5	Birla Institute of Technology and Sciences (BITS)	Pilani
6	Jamia Millia Islamia, Faculty of Engineering & Technology	Delhi
7	Indian Institute of Information Technology (IIIT)	Allahabad
8	Punjab Engineering College	Chandigarh
9	Indraprastha Institute of Information Technology	Delhi
10	Guru Tegh Bahadur Institute of Technology	Delhi
11	Chandigarh Engineering College	Mohali
12	National Institute of Technology (NIT)	Kurukshetra
13	Malviya National Institute of Technology	Jaipur
14	Delhi College of Engineering (DCE)	Delhi
15	Motilal Nehru National Institute of Technology	Allahabad
16	Dr B.R. Ambedkar National Institute of Technology	Jalandhar
17	National Institute of Technology (NIT)	Hamirpur
18	Babu Banarasi Das National Institute	Lucknow
19	Netaji Subhas Institute of Technology (NSIT)	Delhi
20	Harcourt Butler Technological Institute	Kanpur
21	Bharati Vidyapeeth's College of Engineering	Delhi
22	IIITDM	Jabalpur
23	Amity School of Engineering & Technology	Noida
24	Mody Institute of Technology & Science	Sikar
25	Beehive College of Engineering & Technology	Dehradun

EAST

1	IIT	Kharagpur
2	IIT	Guwahati
3	Birla Institute of Technology (BIT)	Sindri
4	Birla Institute of Technology (BIT), Mesra	Ranchi
5	Indian School of Mines (ISM)	Dhanbad
6	National Institute of Technology (NIT)	Patna
7	Bengal Engineering & Science University, Shibpur	Kolkata
8	National Institute of Technology (NIT)	Jamshedpur
9	National Institute of Technology (NIT)	Agartala
10	National Institute of Technology (NIT)	Silchar
11	Institute of Engineering & Management	Kolkata
12	National Institute of Technology (NIT)	Rourkela
13	International Institute of Information Technology (IIIT)	Kolkata
14	National Institute of Technology (NIT)	Raipur
15	International Institute of Information Technology (IIIT)	Bhubaneswar
16	National Institute of Technology (NIT)	Durgapur
17	Kalinga Institute of Industrial Technology	Bhubaneswar
18	Heritage Institute of Technology	Kolkata
19	Kalyani Govt. Engineering College	Nadia
20	Maulana Azad College of Engg & Technology	Patna

How they were ranked

The evaluation of colleges was done by educational experts (principals/deans/heads of departments/faculty) and current students. Only experts were approached in the first phase and were asked to identify the top colleges. We, thus, identified about 15-20 colleges in each city for each discipline. In the second phase, these colleges were evaluated by experts and students alike and a composite score was arrived at for each college to be ranked. The opinions of about 1,500 experts and 2,000 students were gathered.



CHENNAI PHOTOS

Future perfect

PARUL AGARWAL, BTECH (NUCLEAR ENGINEERING), SRM UNIVERSITY, CHENNAI

I had interest in atomic science during my higher secondary. While deciding on what I wanted to do, I thought nuclear engineering would be a good option. As many new nuclear reactors are coming up across India, I figured out this would be a field where the future lies. I like the fact that the course has elements of many other disciplines like physics and mechanical engineering. After completing the course I plan to study MTech at IIT-Kanpur or join Bhabha Atomic Research Centre for research.

better way to face the real life situation with minimal in-house training," says Swati Salunkhe, managing director, Growth Centre, a career counselling firm.

Some broad streams offer the opportunity for further specialisation as well. Take the case of Abhishek Saini. It made sense for him to do a postgraduate diploma in financial planning after his graduation in business economics because of his interest in the area of finance. Rajesh Bhojani, CEO of International College of Financial Planning, says there are many courses students can opt for if they want to look at careers in the field of finance.

"If a student is high on interpersonal skills and is looking for client facing jobs and can help clients meet

TOP COLLEGES MANAGEMENT

1	IIM	Ahmedabad
2	IIM	Bangalore
3	IIM	Kolkata
4	IIM	Lucknow
5	Faculty of Management Studies (FMS)	Delhi
6	Xavier Labour Relations Institute (XLRI)	Jamshedpur
7	IIM	Indore
8	IIM	Kozhikode
9	S.P. Jain Institute of Management Research	Mumbai
10	Department of Management Studies, IIT Delhi	Delhi
11	Birla Institute of Technology (BIT Mesra)	Ranchi
12	Department of Management Studies, IIT Kanpur	Kanpur
13	Management Development Institute (MDI)	Gurgaon
13	Jamnalal Bajaj Institute of Management Studies	Mumbai
13	Symbiosis Institute of Hotel Management (SIBM)	Pune
16	Shailesh J. Mehta School of Mgmt., IIT Bombay	Mumbai
17	Department of Management Studies, IIT Roorkee	Roorkee
18	IIM	Shillong
19	Indian Institute of Foreign Trade (IIFT)	Delhi
20	Institute of Management Technology (IMT)	Ghaziabad
21	L.N. Welingkar Institute	Mumbai
22	Birla Institute of Management & Technology	Delhi
23	Vinod Gupta School of Management, IIT Kharagpur	Kharagpur
24	Loyola Institute of Business Administration (LIBA)	Chennai
25	Goa Institute of Management	Goa

Career planning

The process of career planning starts from secondary and higher secondary levels. The steps to be followed in career decision-making include:

KNOWING YOURSELF

Awareness of the individual's skills, strengths, weaknesses and aspirations is very important. This should be based on real achievements and must be supplemented by psychometric assessments that can be administered by qualified psychologists/counsellors. This can be followed by a career counselling session.

KNOWING YOUR OPTIONS

Once you know yourself, you need to know the best options, such as the course, colleges and back-up options. Increase your information base by attending career talks and career exhibitions, reading newspapers, web sites and magazines and, most importantly interacting with people in the fields of interest.

Zonal ranking **MANAGEMENT****WEST**

1	IIM	Ahmedabad
2	IIM	Indore
3	S.P. Jain Institute of Management and Research (SPJIMR)	Mumbai
4	Jamnalal Bajaj Institute of Management Studies (JBIMS)	Mumbai
4	Symbiosis Institute of Business Management (SIBM)	Pune
6	Shailesh J. Mehta School of Management, IIT Bombay	Mumbai
7	L.N. Welingkar Institute of Management	Mumbai
8	Goa Institute of Management	Goa
9	Nirma Institute of Management	Ahmedabad
10	Mudra Institute of Communications (MICA)	Ahmedabad
11	National Institute of Industrial Engineering (NITIE)	Mumbai
12	Narsee Monjee Institute of Management Studies (NMMIS)	Mumbai
12	SIMSREE	Mumbai
14	Institute of Rural Management (IRMA)	Anand
15	K.J. Somaiya Institute of Management Studies & Research	Mumbai
15	Xavier Institute of Management & Research	Mumbai
17	N. L. Dalmia Institute of Management Studies and Research	Mumbai
18	MET Institute of Management	Mumbai
19	ICFAI Business School	Mumbai
20	ITM Business School	Mumbai

SOUTH

1	IIM	Bangalore
2	IIM	Kozhikode
3	Loyola Institute of Business Administration (LIBA)	Chennai
4	Institute of Public Enterprises	Hyderabad
5	Christ College Institute of Management (CCIM)	Bangalore
5	Xavier Institute of Management & Entrepreneurship	Bangalore
7	Amrita School of Business	Kochi
8	School of Business, Alliance University	Bangalore
9	Institute of Financial Management & Research (IFMR)	Chennai
10	Institute of Finance and International Management	Bangalore
11	T.A. Pai Management Institute (TAPMI)	Manipal
12	Bharathidasan Institute of Management	Trichy
13	ICFAI Business School	Hyderabad
14	PSG Institute of Management	Coimbatore
15	SCMS Business School	Kochi
16	Acharya Institute of Management and Sciences	Bangalore
17	SDM Institute For Management Development	Mysore
18	Department of Management Studies, NIT Trichy	Tiruchirapalli
19	Faculty of Management, Vel Tech	Chennai
20	CMR Center for Business Studies	Bangalore
21	Amrita School of Business	Coimbatore
22	MATS Institute of Management & Entrepreneurship	Bangalore
23	Rajagiri Business School	Kochi
24	Osmania University College of Commerce & Business	Hyderabad
25	St Joseph's College of Business Administration (SJCBA)	Bangalore

NORTH

1	IIM	Lucknow
2	Faculty of Management Studies (FMS)	Delhi
3	Department of Management Studies, IIT Delhi	Delhi
4	Department of Management Studies, IIT Kanpur	Kanpur
5	Management Development Institute (MDI)	Gurgaon
6	Department of Management Studies, IIT Roorkee	Roorkee
7	Indian Institute of Foreign Trade (IIFT)	Delhi
8	Institute of Management Technology (IMT)	Ghaziabad
9	Birla Institute of Management Technology	Noida
10	Lal Bahadur Shastri Institute of Management	Delhi
11	Apeejay School of Management	Delhi
11	Fore School of Management	Delhi
13	International Management Institute (IMI)	Delhi
14	Indian Institute of Finance	Delhi
15	Amity Business School	Noida
16	Centre for Management Studies, JMI University	Delhi
17	Swami Darshanand Institute	Haridwar
18	AIMA, Centre for Management Education (CME)	Delhi
19	Svran Apeejay Institute of Management & Design	Gurgaon
20	University Business School (UBS)	Chandigarh
21	NIILM Centre for Management Studies	Noida
22	Christ University, Institute of Management	Delhi
23	Doon Business School (DBS)	Dehradun
24	Dept. of Business Administration, Lucknow University	Lucknow
25	Faculty of Mgmt Studies, Banaras Hindu University	Varanasi

EAST

1	IIM	Kolkata
2	Xavier Labour Relations Institute (XLRI)	Jamshedpur
3	Birla Institute of Technology (BIT Mesra)	Ranchi
4	IIM	Shillong
5	Vinod Gupta School of Management, IIT Kharagpur	Kharagpur
6	Department of Management Studies, ISM	Dhanbad
7	Xavier Institute of Management (XIMB)	Bhubaneswar
8	Department of Management Studies, NIT Durgapur	Durgapur
9	Indian Institute of Social Welfare & Business Mgmt	Kolkata
10	Department of Business Management, Calcutta University	Kolkata

their goals, financial planning will be ideal for him. If you wish to make your mark in capital markets in the form of research, investment banking or trading, then financial analysis is perfect for you. If you are a working professional in financial servic-

es, wishing to enhance your career prospects, CFP could provide you with the expertise needed to meet client needs," he says. Finance jobs offer good money, too. "The highest salary package offered this year for our students was ₹9.05 lakh," says G.

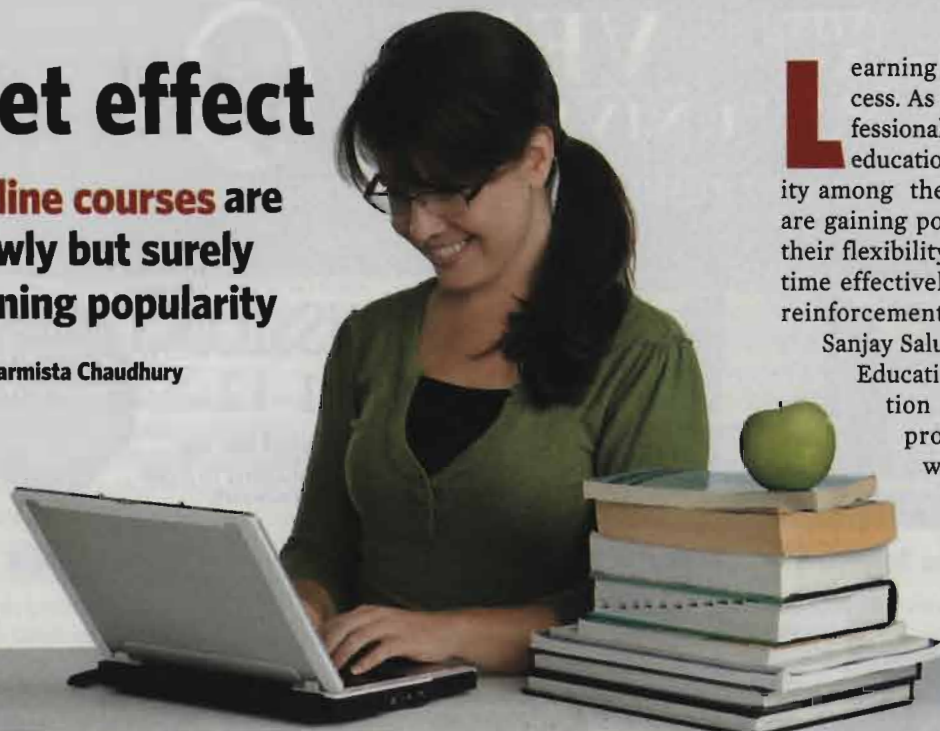
Ramaswamy, president, Institute of Chartered Accountants of India.

While options are plenty, the basic and the most important rule for anyone pursuing an academic degree is simple—follow your heart, but also know yourself. Meeting former students, getting an industry perspective on the institute and going through newspaper articles and web sites are safety measures that students must do before choosing a college. Says Salunkhe: "Students need to look out for recognised courses and institutions and not necessarily the rankings." ■

Net effect

Online courses are slowly but surely gaining popularity

By Sharmista Chaudhury



Learning is an ongoing process. As more and more professionals realise this, online education is gaining popularity among them. "Online courses are gaining popularity because of their flexibility, scope for utilising time effectively, convenience and reinforcement of learning," says Sanjay Salunkhe, director, Jaro Education, an online education centre. "A working professional enrolled with our programme easily gets a 25 to 40 per cent hike in salary."

Swati Salunkhe of the career counselling firm Growth Centre, however, thinks it has a long way to go. "In India, online courses

are still at a nascent stage as recognition from the industry as well as the educational departments matters a lot. The biggest advantage of online courses is that one can study from any part of the world the course of his/her inclination without undergoing the selection competition as well as financial burden," she says.

So how do you choose a good course? Parveen Shaikh, head psychologist at Young Buzz, a career counselling firm, says there is no way of figuring out the absolute best course, but the ones offered by the Indian Institutes of Management are a safe bet. But the world of online education works on different parameters, she says. "These courses are more about building knowledge online, so the content matters a lot more than brand name," she says.

Career counsellors say doing an online course cannot be considered a stand-alone option for direct placement. "They are usually supportive in establishing formal credibility for individuals who lack the professional training or qualifications," says education counsellor Jayanti Ghosh. ■

TOP COLLEGES **LAW**

- | | | |
|----|---|------------|
| 1 | National Law School of India University (NLSIU) | Bangalore |
| 2 | National Institute for Advanced Legal Studies (NUALS) | Kochi |
| 3 | National Academy of Legal Studies and Research (NALSAR) | Hyderabad |
| 4 | Faculty of Law, University of Delhi | Delhi |
| 5 | Faculty of Law, Jamia Millia Islamia University | Delhi |
| 6 | Faculty of Law, Aligarh Muslim University | Aligarh |
| 7 | Faculty of Law, Mumbai University | Mumbai |
| 8 | Faculty of Law, Allahabad University | Allahabad |
| 9 | Law Centre No. 1, University Campus | Delhi |
| 10 | Amity Law School | Noida |
| 11 | National Law Institute University (NLIU) | Bhopal |
| 12 | University College of Law, Bangalore University | Bangalore |
| 13 | The WB National University of Juridical Sciences | Kolkata |
| 14 | Department of Law, Panjab University | Chandigarh |
| 15 | Faculty of Law, Banaras Hindu University | Varanasi |
| 16 | Government Law College | Mumbai |
| 17 | Bangalore Institute of Legal Studies | Bangalore |
| 18 | Symbiosis Society's Law College | Pune |
| 19 | M. S. Ramaiah Law College | Bangalore |
| 20 | Kishinchand Chellaram Law College | Mumbai |
| 21 | I.L.S. Law College | Pune |
| 22 | School of Legal Studies, CUSAT | Kochi |
| 23 | Jitendra Chauhan College of Law | Mumbai |
| 24 | K.L.E. Society's Law College | Bangalore |
| 25 | National Law University | Jodhpur |