

## Ways to know if a B-School is right for you or not



When you plan on doing an MBA (Masters of Business Administration), the first and foremost think that strikes your mind is the B-school from where you would like to pursue it. There are numerous institutes which offer an MBA course. But selecting the right one is more important than selecting just any institute.

You may choose to do an MBA for various different reasons ranging from better career prospects, gaining holistic business insights, augmenting your business network, skill and knowledge upgradation or for higher salary. Doing an MBA is an investment for a lifetime and it is important to carefully scrutinize and choose the B-School that's right for you so that you make the most of the experience.

**We bring before you the parameters you must look at, to shortlist the schools that are a good fit for you.**

## **Format**

If there are two candidates, first who is fresh out of college, with minimal work experience but with an MBA degree and second with 2-4 years experience with just a normal degree; out of these two the former will get a priority over the other when looking for a job.

## **Focus Area and Specialisation**

Most of the top MBA Programs in the country are typically general management programs focusing on all functional areas. But there are certain B-schools which try to differentiate themselves by specialising in a particular sector - for example in India, schools like XLRI and TISS are considered the best for those wanting to specialize in Human Resources.

Similarly, there are others which are known for their expertise in the field of Marketing, Finance or Operations, etc. You may opt for a school which is known for the area you want to specialise in as it not only impacts the learning, it also results in a richer peer group with similar aspirations and more job opportunities in the chosen area. The right way to go about it is to zero in on the program you want to pursue first before narrowing down the schools which are considered the best for those kinds of programs.

## **Curriculum**

B-Schools are much more flexible in designing their own curriculum due to which the curriculum tends to vary a lot and it is an important factor to be checked out before zeroing in on a school. Your learning style plays a major role in figuring out the curriculum which may be best for you. What is also important here is your chosen stream for graduation. For example engineers might want to choose schools with focus on finance and accounting to augment their knowledge in these areas.

## **Brand**

We all are aware about the power of a brand. You would carry the name of the school you choose to go to for the rest of your life, so it is imperative that you choose a brand that is reputed and has a good market value. B-schools have their own reputation in the business world in terms of values and student quality and the participants are often judged based on their B-schools.

## **Ranking**

While the rankings aren't paramount, they sure are one way future employers will compare the degree on your resume to all other applicants who have attended B-schools. Every year, many leading magazines, newspapers and other independent bodies release B-Schools rankings based on various parameters.

## **Faculty**

The quality of the faculty also depicts the reputation of a school and impacts the quality of learning as they are, after all the facilitators and navigators of your B-School experience. Lot of schools also invite experts and leading professionals from the industry to deliver relevant lectures on the areas of their expertise.

## **Infrastructure and Location**

A good infrastructure ensures high quality facilities. If possible, visit the campus and interact with the students from the current batches about the schedule, the pressures etc.

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Link for the article - <http://indiatoday.intoday.in/education/story/mba-institutes/1/515025.html>