



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College

of Science, Humanities & Commerce
Autonomous College - Affiliated to Osmania University
Accredited with 'A' grade by NAAC
Sainikpuri, Secunderabad - 500094



NAAC RE-ACCREDITATION - 2ND CYCLE

**Criterion VI: -
Governance,
Leadership and
Management**

6.5.3
Times
Ranking

Submitted to

National Assessment and Accreditation Council



TIMES BBA EDUCATION RANKING SURVEY 2018 HYDERABAD

The objective of this research was to identify and rank Top BBA Institutes in India. The research had 3 major modules i.e. Desk Research, Factual survey & Perceptual Rating survey followed by scientifically developed analysis & ranking process.

Top 3 Private BBA Institutes

- 1 Badruka College of Commerce & Arts
- 2 Indian Institute of Management and Commerce
- 3 Bhavan's Vivekananda College of College Sciences, Humanities and Commerce

Top 3 Private BBA Institutes - Emerging

- 1 Gitam Hyderabad Business School
- 2 Avanathi Degree & PG College
- 3 London Management Academy

RESEARCH METHODOLOGY

An extensive 5 weeks of fieldwork was conducted from the beginning of the 1st week of April 2018 to 1st week of May 2018.

MODULE 1 | DESK RESEARCH - LIST OF BBA INSTITUTES FOR THE SURVEY

The module 1 was a secondary research module. A comprehensive list of BBA Institutes was generated with the help of internet, magazines and other publications. The various sources used for generation of BBA college list included:

- List of Institutes/ universities from previous surveys
- A discussion with industry experts to add/ delete any college to ensure we have a comprehensive list

MODULE 2 | FACTUAL DATA COLLECTION

In module 2, more than 800 BBA Institutes were sent the factual data questionnaire and then rigorously followed up through different modes such as telephone, email and even face-to-face, if required.

MODULE 3 | PERCEPTUAL SURVEY

In the Perceptual Survey Module, a structured Questionnaire was administered to selected respondents including HR professionals, faculty, parent, alumni, current students, aspiring

students to arrive a ranking and rating of BBA Institutes. Survey was conducted in across 16 cities i.e. Delhi-NCR, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Ahmadabad, Chandigarh, Pune, Indore, Jaipur, Lucknow, Bhubaneswar, Guwahati, Kochi and Ranchi. The geographical spread of the sample was ensured by selecting multiple starting points spread across the cities.

Module 1
Desk Research

Module 2
Factual Data Collection

Module 3
Perceptual Survey

Analysis of Data

Final Rankings

ANALYSIS: FINAL RANKING OF BBA INSTITUTES

A robust approach was followed to calculate the factual score as well as perceptual score to arrive at the final rankings.

The detailed methodology can be assessed at website of times B school ranking website: <http://www.times-schoolsurvey.org/bba/index.html>

The ranking given is a part of main study conducted and published earlier

Some caveats:

- Any college which expressly stated that it did not wish to participate in ranking process and expressed their desire to exclude their name from the ranking list, are not featured in the survey
- The final rank was calculated for all those BBA Institutes who had shared the factual data.
- Relatively newer Institutes

who have less than 5 batches graduated out of their Institutes were included in BBA Emerging Institutes List.

Note: Present survey has been exclusively conducted by an independent Research Agency named i3RC Insights Pvt. Ltd. (i3RC) using stated methodology for arriving at given rankings. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/liable for the above rankings. Readers are advised to take an informed decision before acting upon the survey rankings.

About i3rc Insights Pvt. Ltd

i3RC Insights Pvt. Ltd. (i3RC) is a specialist research & consultancy firm having a young, experienced and dynamic team of researchers. i3RC team is very passionate about its work and is completely focused on making every research project a great success. For them every project is an opportunity to contribute to their clients' growth and society and hence they focus on absolute quality. i3RC has a specialist team that carries out the ranking survey which they have now been conducting for over 5 years. A rigorous ranking methodology has been developed based on inputs from industry experts. The methodology has been consistently updated based on the feedback every year. In addition, i3RC has a team of highly experienced industry experts as consultants who provide their expertise for specific projects. i3RC is a full member of MRSI and follow MRSI code of ethics while conducting every research project.

