
**A STUDY ON BRANDING OF 'B' SCHOOLS
(BRAND BUILDING ACTIVITIES OF ACADEMIC INSTITUTION)**

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Abstract

In a churning global marketplace, understanding the fundamental connections between business, the environment, and society has become essential. The roles and responsibilities of business as a global force are becoming more urgent and complex, and concepts related to societal responsibility and sustainability are gaining recognition as essential elements in business management. Increasing complexity and interdependence require new approaches. Companies need integrative management tools that help embed environmental, social, and governance concerns into their strategic thinking and daily operations. They need support as they internalize and integrate these issues into the core of businesses, engage in dialogue with stakeholders, and report their conduct. They require talented and ethical leaders who can not only advance organizational goals and fulfil legal and fiduciary obligations to shareholders, but who are also prepared to deal with the broader impact and potential of business as a positive global force in society.

Keyword: environment, global force, social, organizational goals

Introduction

Management education is specifically designed to develop the business decision-making skills of managers. Conflicting situations induce the students to take decisions under predetermined criteria. These situations closely resemble business events and are indistinguishable from real life events. For the candidates, the objective of learning is to understand complex business situations and solve problems. They learn to take operative and strategic decisions. Competition enhances their abilities not merely to survive, but also to emerge as leader, for their organisations. A major learning gain is that they learn to cooperate with each other and work in teams. Besides integrating subjects, the use of simulation demonstrates the complexity of business in terms of the dynamic interactions between functions, products and markets.

The B Schools today are facing many challenges starting from getting the students with high score in CAT/MAT/XAT/ATMA etc., till they are properly groomed up and get the right place in industry or get settled down in their own business. The solution lies with the Branding of these B Schools, which not only gives the edge over its competitors but also makes them to charge high and deliver more value to its customers. The importance of branding a product lies in the fact that branding means recognition and an identity.

A brand is the [identity](#) of a specific product, service or business. A brand can take many forms, including a name, sign, symbol, color, combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.

A concept brand is a brand that is associated with an abstract concept, like [breast cancer awareness](#) or [environmentalism](#), rather than a specific product, service, or business. A commodity brand is a brand associated with a [commodity](#).

Key success factors of high brand equity of selected B Schools

The branding strategy and programme of a B-school need to go far beyond the product portfolio and embrace the whole offering from the business school including products, price, place and more importantly people. A brand should be based on the reality of a school's present situation and culture. And above all, it must have credibility. B-school branding is based on not only who you are, but what you do as well.

Review of literature

A literature review is a body of text that aims to review the critical points of current knowledge and or [methodological](#) approaches on a particular topic. Literature reviews are [secondary sources](#), and as such, do not report any new or original experimental work.

Most often associated with academic-oriented literature, such as [theses](#), a literature review usually precedes a research proposal and results section. Its ultimate goal is to bring the reader up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area.

A well-structured literature review is characterized by a [logical](#) flow of ideas; current and relevant references with consistent, appropriate [referencing style](#); proper use of [terminology](#); and an unbiased and comprehensive view of the previous research on the topic.

Information for this research has been accumulated from diverse sources, such as books, newspapers, trade journals, white papers, industry portals, government agencies, trade associations, industry news and developments, and through access to more than 40 free databases.

Research Methodology

Research Methodology is a way to systematically solve the research problem.

Objectives of Study

1. To study the history and relevance of branding in academic Institutions in general and “B” schools in specific.
2. To study the factors responsible for Brand Building. At ‘B’ Schools.

Hypothesis

This is the proposition as statements about the observable phenomena in this research study that may be judged as true or false. As a declarative statement about the two or more variables, the hypotheses stated below are of the tentative and notional nature. The hypotheses assumed are:

(Null Hypothesis)

An intake of students with excellent previous educational records plays important role to create a success history of the institute.

Limitations of study:

The following are the limitations of the study:

- A limited number of 'B' Schools have been selected for the study.
- The study is based on Indian Environment, global factors have not been considered.
- The researcher heavily relied on the secondary data provided by B Schools and reaching at a conclusion.

Findings

- Many B Schools are able to stand erect and create their own brand for MBA education without any affiliation from concerned government agencies e.g. IBS Hyderabad executive MBA degree.
- The Intellectual Capital plays a major role in giving the students and recruiters the satisfaction. It also helps the B School to talk high about their teaching pedagogy.
- The new B Schools, which has established in last two decades have consistently focussed on their strengths and highlighted very effectively through MDPs and in house training programmes.
- IIFT Delhi has come up with indulgence with Government policy making and MDPs in National and International level.
- Many top B Schools keep on strengthening their Internal Business Process through sound Intellectual Capital, World class Infrastructure, Sound Alumni Network, MDPs and Seminar etc., and become a Brand and attract good quality of students every year.

Conclusion

In this study the trend has shown that almost every single top 50 **B School** seems to have either launched their second or third campus plans or enhanced their intake or seriously thinking to do that. Mr. K.V. Krishnamurth Director, M.S. Ramaiah Institute of Management Bangalore also an authority for international accreditation said, "India is major market for International accreditation. ". Similarly, Douglas Viehland, Executive Director, Accreditation Council for Business Schools & Programmes feels that "India is a large growing market for **B Schools**." The top Indian **B Schools** IIM-A and IIM-B have obtained European Quality Systems (EQ-UIS) accreditation given by European Federation for Management Development (EFMD) Brussels. IIMs have also commented on an expansion of their capacities and also opening new executive MBA campuses in India and abroad. IIM Brand is in serious expansion from 7 to 11 and eventually to 14 in coming time. The newly opened IIMs have focused more on modern infrastructure.

However, with this study of more than 250 B-Schools in India the technically the conclusion can be made as follows:-

1. Strong campus placement plays a measure role in establishing a good brand.
2. A good infrastructure and amenities plays a vital role in establishing a brand of 'B' Schools.
3. A good industry interface leads an institution to make a good brand.
4. An intake of students with excellent previous educational records plays important role to create a success history of the institute.
5. An intellectual capital of faculties leads an institute to create a good brand.

It can be summarized, as the B-Schools can become a good brand by bringing more quality aspects in their performance, which are measurable. The drastic policy changes in greater global competition,



paving the Indian B Schools to become International Brand. The thresholds of exciting changes are ahead for Branding of B Schools.

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