A VERACITY OF EDUCATIONAL BRAND: IIT-B

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Abstract :

There are 15 IITs in India. But the students prefer IIT-B while taking admission for B. Tech as it is a renowned educational brand. They are thinking that, the admission in IIT-B will give opening them for easy placement in the various eminent companies. There is need to find out "Is IIT-B really a well-known brand which gives 100% placement opportunity to every streams in its educational campus?" After collection of primary data from the IIT-B students, the research study highlighted how it is one of the renowned brands in the engineering educational area and the truth of 100% placement opportunity for the various courses.

Key words: IIT-B, Higher Education, Brand, Students, Placement.

INTRODUCTION :

The Indian Government a high-power committee of had recommended in 1946 establishment of four higher institutes of technology of the level of their counterparts in Europe and United States to set the direction for the development of technical education in the country. Planning for the Institute in Bombay began in 1957 and the first batch of 100 students was admitted in 1958. The Institute campus at Powai extends over 200 hectares. If we combine the higher education and placement, the Indian Institute of Technology- Bombay (IIT-B) always stand first in the employment market because of individuals, it is a brand in higher education as the future of the students depends on it. IIT-B is one of the toughest institutions to get admission in. This Institution was set up by Prime Minister Mr. J. Nehru in mid-nineties with a motive of providing India excellent engineers and a quality Higher education to sincerely talented students. IIT-B is considered to be a place where a student not only learns in books and on paper, but is physically trained to apply his knowledge in real life aspects too. Nearly half the people are placed even before getting a degree, whereas in the external world, well-educated degree holders stay unemployed.

LITERATURE REVIEWS:

The successful branding and consequent brand loyalty has borne the fruits in terms of huge alumni support for IIT-B. The institutes' excellence is attributed not only to its ability to produce outstanding current product but also to the brilliance of its earlier turnouts and their continued support. (Tapan Panda: 2008:158) 'Key skills' and employability are seen and promoted by government as a desirable component of first cycle higher education curricula. The human capital approach gives higher education an instrumental twist which many academics find discomfiting. Good Teaching and Learning practices can serve both kinds of end and assessment practices need to cohere with Teaching and Learning (Biggs 1999). The learning and teaching support network operated as a network of 24 subject centres charged with enhancing the quality of Teaching, Learning and Assessment (TLA) in UK higher education. Education and training enable people in an advanced society to compete with the best in the world. (NCIHE 1997) Now it is debatable where higher education from IIT-B an Educational Brand can develop employability as the government thinks.

PROBLEMS OF THE STUDY:

The Indian electronics industry's growth has also driven its evolution towards higher quality and sophistication. That has placed new requirements on graduating engineers. Better academicians and research have multiple benefits, such as improving the quality of our graduates and fostering an academic mindset in the next generation of engineers. According to most surveys, engineering colleges in the United States are considered to be the best in the world on the above discussed parameters and can serve as a benchmark for India. However, IIT-B is showing excellence in the technological education in India but far away from world rank it is ranked 222 this year. It is trying to find out that whether this educational brand is helpful to provide 100% placement to the students or not.

OBJECTIVES OF THE STUDY:

1.Knowing IIT-B as higher educational brand
2.Finding curriculums and education relationship.
3.Finding IITs placement sources and their interest

HYPOTHESIS:

H1: IIT-B is a renowned brand in technological education.
H2: Students have 100% placement due to its excellent echelon of higher education
Methodology: The Primary Data- is collected through the 100 students of IIT-B were taken as a sample space; 20 students from each branch. Secondary Data- is collected through the publications like reports of IIT-B, Newspapers, Blogs, Reference books and Websites.

Facts and Findings: IIT-B:An Educational Brand:

IIT-Bombay, established as an institute of national importance through an Act of Parliament in 1958, is now an institute of worldwide repute in the field of technology education and research. With faculty strength of over 565, IIT-B enjoys one of the best faculty-student ratios in the country. At Undergraduate level studnets teacher ratio is 6:1 and Postgraduste level it is 8:1. Besides, the institute boasts of an impressive list of luminaries in the international technology and science scene. IIT-B has traditionally been the first choice of toppers of various entrance examinations like JEE and GATE. Every year, more than 50 of the top 100 students in IIT JEE, one of the toughest examinations in the world, prefer IIT-B for their undergraduate studies.

PRESENT SCENARIO OF HIGHER EDUCATION IN IIT-B:

When the world outside is changing so pessimistically, the question comes, 'is IIT-B still trustworthy and not just filling pockets?' Surprisingly the answer is **'YES'**. JEE/ GATE is the only possible way to get an admission in the IIT-B. There are no other means to enter. There are over 2,000 engineering colleges in India and out of that 1,000 educational institutes are using IIT B's software. IIT-B is ranked 222 this year in the QS World University Rankings 2014-15. The Institute furthermore, ranked 160 for Academic Reputation and 60 for Employer Reputation. It is on No. 1position in India. IIT-B is still being the best –a well-known higher educational brand.

### The Indian Institutes of Technology or the IITs as per 2014 statistics

Name	Short Name	Establ ished	City/ Town	State/ UT	Dpt	No. of faculty	B.Tech Students	M.Tech
IIT Kharagpur	IIT KGP	1951	Kharagpur	West Bengal	19	470	4500	2500
IIT Bombay	IITB	1958	Mumbai	Maharashtra	15	565	3400	4600
IIT Madras	IITM	1959	Chennai	Tamil Nadu	16	550	2900	2500
IIT Kanpur	IITK	1959	Kanpur	U. Pradesh	06	395	3938	2540
IIT Delhi	IITD	1963	New Delhi	New Delhi	10	426	3590	4239
IIT Guwahati	IITG	1994	Guwahati	Assam	11	215	2058	1890
IIT Roorkee	IITR	2001	Roorkee	Uttrakhand	18	342	4472	2093
IIT Ropar	IITRPR	2008	Rupnagar	Punjab	07	60	450	50
IIT Bhubaneshwar	IITBBS	2008	Bhubaneshwar	Orissa	05	48	438	57
IIT Hyderabad	IITH	2008	Hyderabad	Andhra Pradesh	14	150	666	687
IIT Gandhinagar	IIT Gn	2008	Gandhinagar	Gujarat	05	51	120	-
IIT Patna	IITP	2008	Patna	Bihar	05	66	439	131
IIT Jodhpur	IITJ	2008	Jodhpur	Rajasthan	03	50	120	-
IIT Mandi	IIT Mandi	2009	Mandi	Himachal Pradesh	03	34	120	-
IIT Indore	IITI	2009	Indore	Madhya Pradesh	03	26	120	-

Source: website of each institute

CURRICULUM, EMERGING CHALLENGES AND BRAND POWER:

When asked, almost everyone chose IIT-B in preference to other IITs because it is the best institute and it could secure their future. However, when few detailed employment and Academic related questions were asked, the answers were as follows:

QUALITY OF FACULTIES:-.
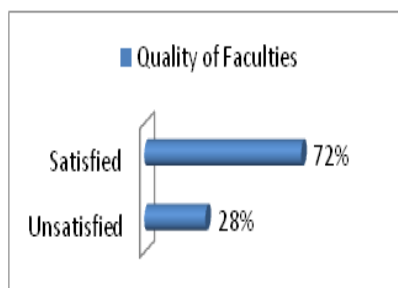
28% students are unsatisfied with the faculties. Most of the faculty members are inconsiderate and unapproachable for doubt solving. Yet, 72% students are happy with a few, especially, Industrial Design and Human Social Services department faculty.

TEACHING METHODS: -
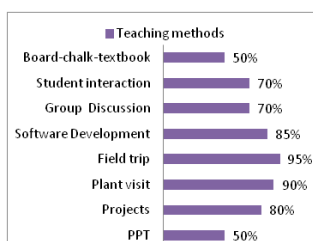
50% of the students feel that PPT is very helpful; the other 50% feels that to get a good employability co efficient, there must be more projects, plant visits; field trips and software developments. But all these students want a one to on e concept of student interaction and the blackboard -chalk-textbooks method of teaching. Imperatively, felicitous and urbane discussions must be promoted too. It shows here the % of the students for various teaching methods and 95% to 85% students like fiel d or plant visit, software development and project work.

CURRICULUM AND COURSES:-
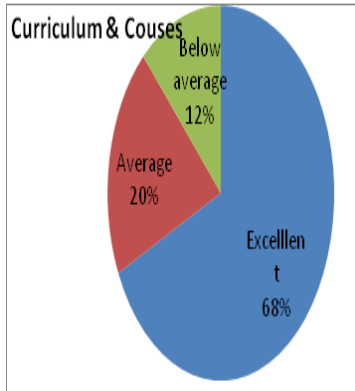
68 % of students said that their Academic requirements were satisfied and they like their curriculum and syllabus, but 12% did not like they told that it is below on an average. 20% think that it is on an average. The course materials should be elaborate and subjective and relevant to the branch of engineering.

STUDENT WELFARE:-

For any academic pressure, the academic section instead of fleeing must admit it. A good psychiatric doctor is required for students with depression. IIT-B already has one, and only 2% people know about it. 67% students want better faculty advisors and mock interviewers who could be helpful in placement interviews or their problems in general. 75% of the students told that every faculty advisor is not doing their job properly and feel that the institute must react to their complaints quite seriously. Various scholarships offer by the institute to the meritorious and needy students for their future.

BIG-SHOT COMPANIES FOR PLACEMENT:

The campus includes famous companies like 3M, ACC cements, Adobe, ALEPO, Alwarez& Marshal, AMCC, Atkins, Bluestar, Boston Consulting Group, BPCL, Britannia, Coal India Limited, Deutsche Bank, Facebook, Godrej and Boyce, Google, Hero Honda, HPCL, HSBC, Infosys Technologies Ltd, IOCL, Jaypee India, Jindal Steel and Power Limited, Kingfisher, Kirloskar Brothers, L&T, LG Electronics, IBM, Mycrosoft, Mahindra and Mahindra and many more.

Findings on Higher Education and Student outreach:
✎**Why select IIT-B**
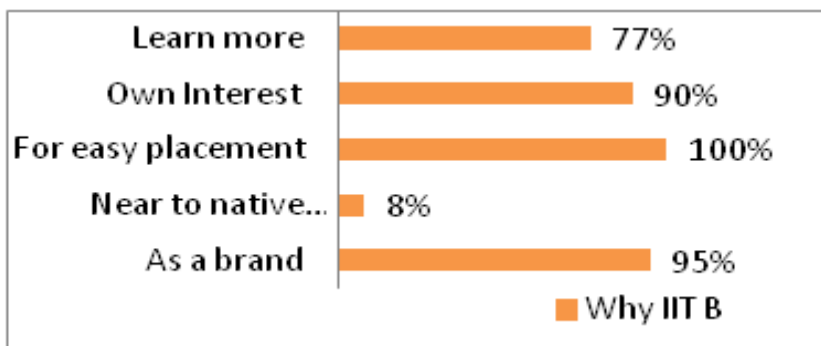
95% of the students have taken admission as it has name in the world 's job market. 100% students ha ve given marks for easy placement. 90% and 77% have their own interest and learn more respectively, but 8% also preferring due to location as it is nearer from their native place.

•Why IIT-B in various departments?
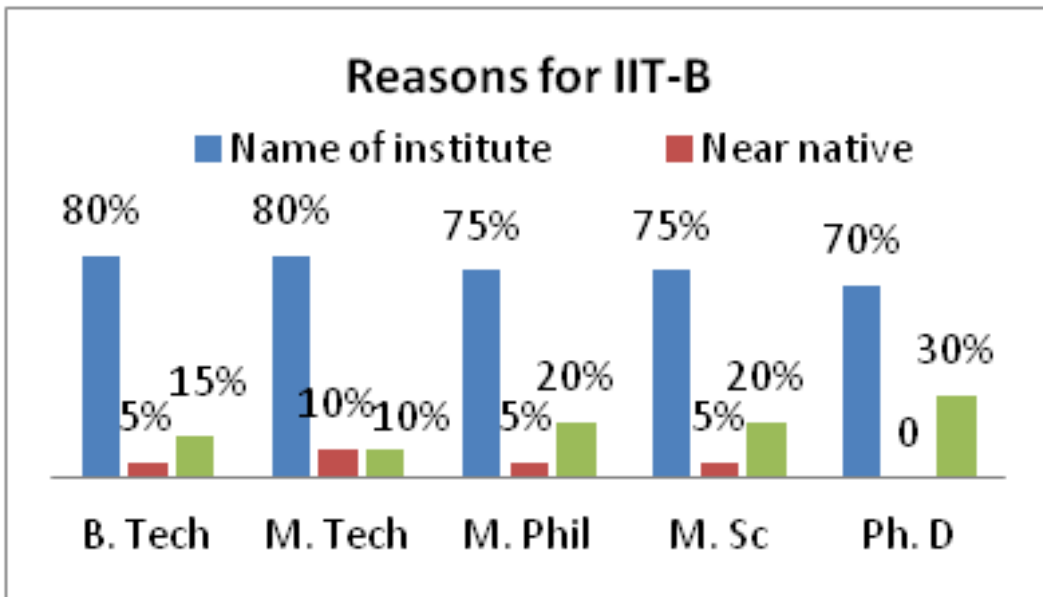
IIT-B has been known for its future securing capability so it is the thought of students that if choice of a place why not select the best one? It is shown here that 70-80% of students are here due to the Name of the institute. 80% students thought that due to brand, they will get easy placement.

•Do you get job oriented knowledge? Is this knowledge applicable in industries?
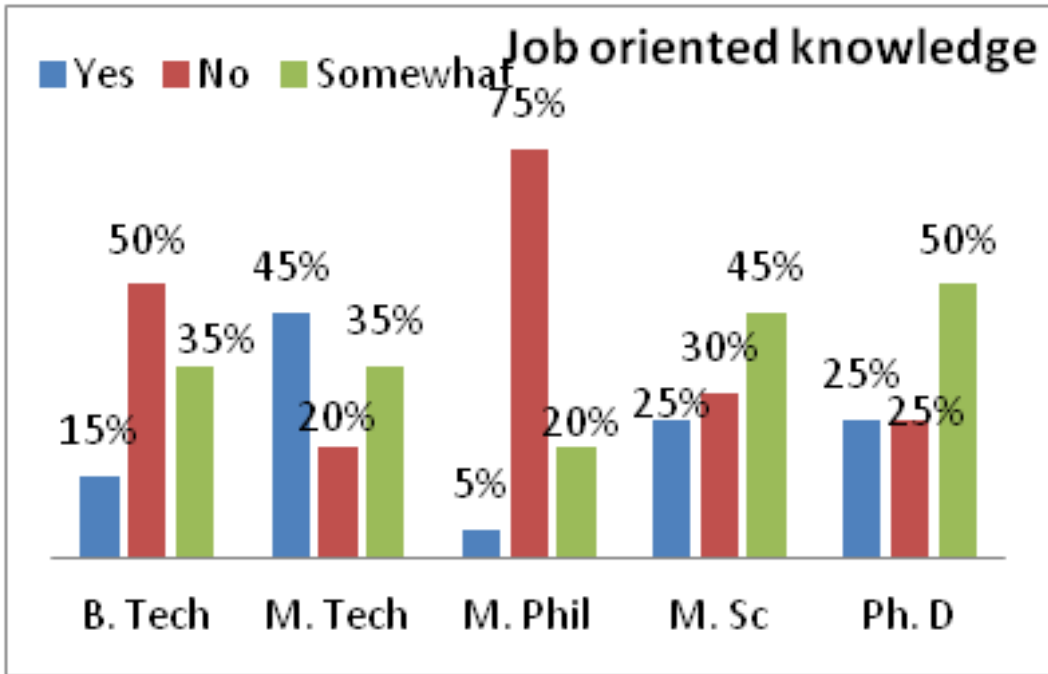
IIT-B satisfies the Research needs but some students expect more on educational job oriented terms. Students are confusing lot on this matter because in M. Tech 45% students are agreed that they are getting job oriented knowledge but in M. Phil 75% students are disagreed. So somehow it is controversial. There is need to improve in the curriculum.

•What are the sources of employment in your institute?
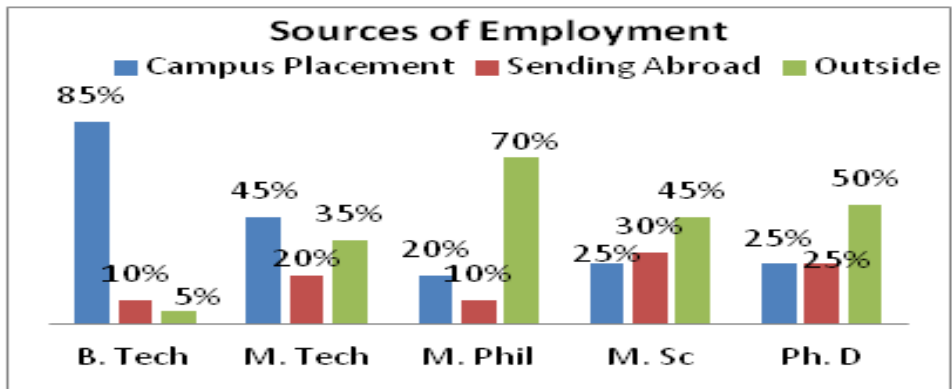
Through the institute 10 -30% st udents are sending to abroad as an employee every year and due to institute name, 85% students are getting job in their core curriculum i.e. B. Tech. and 70% to 45% students are getting job outside market as there is name of the IIT -B in their all educational streams.

•**Is your Placement depending on the institutions' Brand name?**
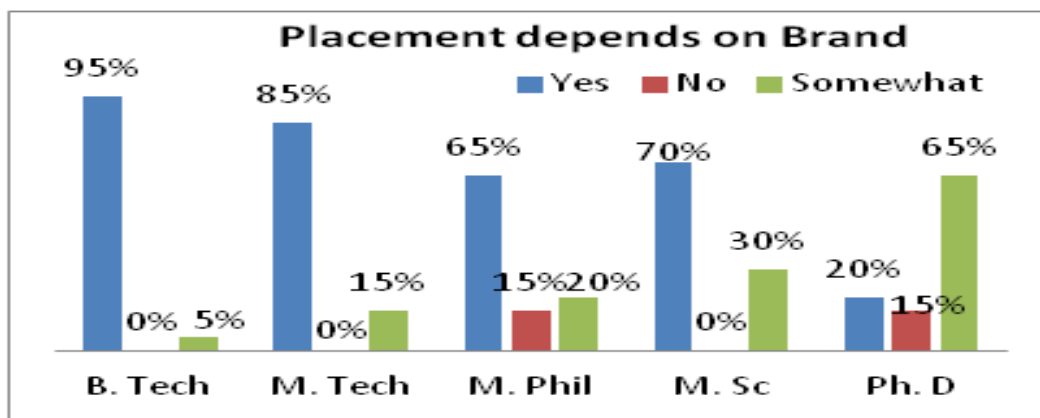
From the core education 95% to 70% of the students from B. Tech, M. Tech, M. Phil and M. Sc. stream believe that the job attraction of IIT -B lies in just the brand of the institute. But surprisingly, from the Ph .D. section 65% are not agreed for this.

DO YOU GET JOB DUE TO YOUR HIGHER EDUCATION?

Surprisingly 95% students are agreed that they are getting job due to their higher education and branded institute. But 5% students are saying that it is just not because of their higher education, their application of the subjects in the various industrial areas is also very important.

BRAND MAGIC IN PLACEMENT:

Out of 1251 students registered for placement 703 students were already placed till December 20, 2010. Around 548 students were placed only by the end of March.
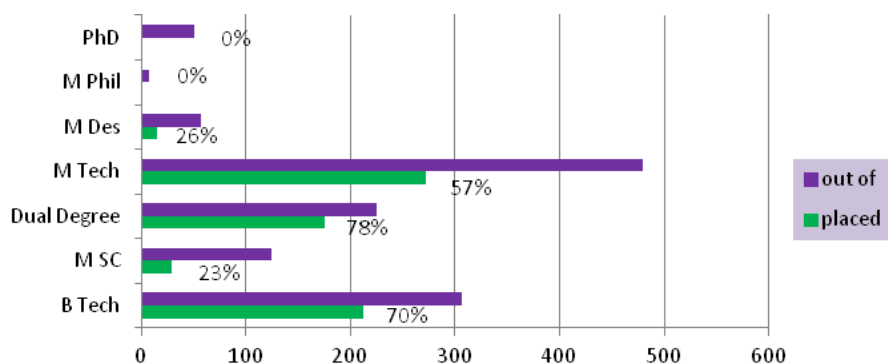
Since we expect 100% placement, our expected value would be the total number of students who sat for placement.

	Placed(O)	Expected(E)	O-E	$(O-E)^2$	E/C
Btech	212	307	95	9025	29.39739
Dual	175	225	50	2500	11.11111
Mtech	272	480	208	43264	90.13333
Msc	29	124	95	9025	72.78226
Mdes	15	57	42	1764	30.94737
M phil	0	7	7	49	7
Phd	0	51	51	2601	51

Chi square= 292.3715, Degree of freedom= (columns-1)x(rows-1)= 1x6=6. According to the chi square distribution table with a probability of 1% chi square is 12.81 and 292.371 is greater than 12.81; hence we reject our hypothesis of 100% placement in IIT-B.

RECOMMENDATIONS:

It is recommended that IIT-B should give more concentration towards M. Phil and PhD courses and there placement also, should try to prepare industry oriented curriculum and should appoint highly qualified academicians than just the Ph. D holders.

CONCLUSION:

Certainly Placement in IIT-B is easily obtaining due to its brand in their core section i.e. B. Tech and above all analysis proves here 1st Hypothesis, with the simple percentage method that "IIT-B is a renowned brand in technological education". Due to the brand of IIT-B maximum students are getting renowned job in various developed countries. Hardly a few people think of further studies or to serve the place where they were raised and to do something for India. But in some of the areas like M.Phil and PhD, students are not getting job as they expected, which proves that, just the brand cannot bestow job to the students, so 2nd Hypothesis "Students have 100% placement due to its excellent echelon of higher education", is rejected with the help of Chi-square Method. Even after the hideous change in the present higher educational scenario, IIT-B as an institute stands concrete in every thinkable aspect. The relationship it has with employability is a real face and is unfeasible to break.

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WEBSITES:

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2.www.moodle.iitb.ac.in
3.www.asc.iitb.ac.in
4.www.gpo.iitb.ac.in
5.http://placements.iitb.ac.in.

APPENDIX:

With the help of Chi-square method, the second hypothesis is patterned for approval or disapproval. Chi square= $\sum (O-E)^2/E$

Where, O=observed data; E=expected data