भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Post Graduate Programme in Business Analytics (PGPBA) Admission Process for IIMB Batch of 2020

This document details the process that will be adopted for selecting candidates for admission to the Post Graduate Programme in Business Analytics (PGPBA) batch of 2020, leading to the degree, Master of Business Administration (Business Analytics) at the Indian Institute of Management Bangalore (IIMB).

IIMB has internally developed an admission process that seeks to identify the most promising candidates for the PGPBA.   This admission process partly draws on a similar process adopted for selecting candidates for the Post Graduate Programme in Management (PGP), which in turn has been progressively refined over the years, based on cumulative data on the Common Admission Test (CAT) applicants and the academic performance of the candidates that were admitted to IIMB.   The process arrived at is based on the relationship between academic performance of students of the PGP at IIMB and their past academic performance, their CAT score, performance in the admission interview and prior work experience.   The selection criteria and weights given to various parameters are based on data from previous cycles of PGP as well as on inputs from the IIMB faculty body and other relevant stakeholders. The selection criteria will be revised every year.   The admission committee fixes these criteria and weights at the beginning of each admission cycle before looking at information pertaining to candidates applying in that cycle so as to avoid any bias.

IIMB has found over the years that students who perform well academically in the PGP are typically those who have a consistently good academic record during their secondary school, higher secondary school and graduation level, besides exhibiting sufficiently high aptitude as measured by the CAT. Therefore, IIMB uses multiple parameters, namely academic performance in 10th and 12th grades, graduation programmes as well as candidates' section-wise scores in CAT to judge the suitability of candidates for the PGPBA.   Evaluation by applying multiple criteria is also consistent with empirical research on recruitment and selection that shows greater efficacy of recruitment processes that use multiple criteria. The CAT score, over and above being a selection criterion, is also used to establish the minimum level of proficiency that is expected from the candidate in respective faculties as indicated by section-wise minimum scores in the CAT.   Multiple criteria are used to arrive at a composite score for every candidate, which is used to select candidates for the subsequent stages in the selection process.   The remaining part of the document explains this process in detail.

IIMB adopts a two-phase selection process and accordingly these selection criteria are applied in two phases. The first phase of the process will be applied to all eligible candidates who appear for CAT 2019 and who have indicated an interest in IIMB's PGPBA 2020-22 in the CAT 2019 application form to determine those qualifying candidates who will be called for a personal interview (PI).   Candidates selected for the PI process will be required to take a Writing Ability Test (WAT) on a topic to be provided by IIMB.   The topics chosen will typically reflect current socio-political,

economic and business affairs, though other topics such as sports and those that require more creative thinking may also be included.   The time provided for the WAT will typically be about 30 minutes. During the interview, the panel will evaluate each candidate's academic background, analytical thinking, communication skill and other personal traits.   The WAT submission will be evaluated separately.   The scores of the WAT, interview and pre-PI scores (with appropriate weightages) will be used cumulatively in the second and final phase to select the candidates for the programme.

The selection process, parameters and weights used are uniform for all categories of applicants. Sufficient candidates are shortlisted at each stage in each category to meet the reservation requirement for each social category, as applicable at that time.

IIMB endeavors to meet the social category targets mandated under law.   At the same time IIMB seeks to pursue academic excellence by upholding high academic standards.   Towards this IIMB specifies minimum cut offs on selection criteria for the different categories of applicants. Candidates who do not fulfil these minimum criteria will not be made offers of admission.

Phase 1

1. A shortlist of candidates will be prepared purely based on minimum section-wise and aggregate percentile scores in the CAT.   Only candidates obtaining a positive (greater than zero) raw score, at the minimum in all sections of CAT-2019 and who have indicated an interest in the PGPBA 2020-22 in the CAT 2019 application form will be considered. All subsequent processing, standardization and selection is limited to candidates belonging to this first shortlist alone.

Table 1: For the batch of 2020-22 based on CAT 2019

| CATEGORY | Minimum Percentile requirements for the 1st shortlist* | | | |
	Section 1 (VARC)	Section 2 (DILR)	Section 3 (QA)	Aggregate
General	80	75	80	85
NC-OBC	70	65	70	75
EWS	70	65	70	75
SC	65	60	60	70
ST	55	55	55	65
PWD	50	50	50	60

2. For all candidates in the first shortlist referred to in Para 1 above , the candidates' percentage scores in the 10th and 12th board exams are initially adjusted by dividing each such score by the 90th percentile score obtained in that board.   The database of 10th and 12th scores of all CAT applicants of the past two years is used for identifying the 90th percentile score for each 10th and 12th board for this purpose.

An adjusted score is calculated an adjusted score is calculated for each of the candidates based on the final scores obtained by the candidate in his/her bachelors' degree and/or professional degrees, as the case may be. Incomplete or intermediate graduate scores are considered only if the candidate's final score is pending. Thus, for final year bachelor's degree candidates, their incomplete graduation score would be taken in lieu of final graduation score.

3. For all candidates in the first shortlist , the weights for the parameters are fixed as follows: CAT = 48, 10th board = 20, 12th board = 15, Bachelor's = 15, Gender Diversity = 2.

   The 48 points for CAT are distributed across performance in each of the three sections as follows: Verbal & Reading Comprehension (VARC) - 12 points, Data Interpretation & Logical Reasoning (DILR) - 18 points, and Quantitative Aptitude (QA) - 18 points.

   For all candidates in the first shortlist , the weighted total of the five components namely (a) CAT, (b) 10th board, (c) 12th board, (d) Bachelor's, and (e) Gender diversity, as stated above is calculated for shortlisting candidates for the PI. This score is referred to as the Pre-Personal Interview (Pre PI) score. Prior to calling candidates for the PI, IIMB will write to those candidates who are in the first short list. These candidates will be required to reconfirm their interest in applying to PGP BA 2020-22. From those who reconfirm their interest a shortlist of students will be called to appear for a PI, based on their pre-PI score calculated by applying the weights above.

   The gender diversity component above is applicable only for the arriving at the Pre-PI score for interview calls, and will not be applicable for phase 2 of the admissions process which leads to the final offers of admission.

4. From all the candidates in the first shortlist , the top 10 candidates in terms of each of the following parameters, namely,total score in CAT, CAT Score in DILR, CAT Score in QA, adjusted Bachelor's score (commerce, arts, and science disciplines)will automatically qualify for PI. These candidates are given a chance to appear for PI due to their exceptional performance in these categories. However, at the end of Phase 2, all such candidates must merit selection based on the composite aggregate score, like any other candidate.

   For all candidates in the first shortlist , normalization or standardization in any component stated above is carried out as per the following formula. All standardization is done with reference to the qualifying first shortlist or its subdivisions; Standardized score, truncated between 0 and weight (wt) is computed from the raw score (val) as:

   $$\text{Max} [0, \min \{wt, wt/2 + ((val-mean) / sd) * wt / 6\}]$$

5. Sufficient number of candidates will be called for the PI to enable selection of and making offer of admission to the required number of high quality candidates. Such offers will be made after including the additional scores on the PI evaluation components, namely the WAT and the personal interview to the Pre PI score.

Phase 2

6. The performance of each candidate in the Writing Ability Test (WAT) will be scored in terms of content and style. Each interviewer will use the Personal Interview to comprehensively evaluate the candidate's motivation and ability to fit into and benefit from the PGPBA. All candidates will be required to provide two confidential reference letters from their employers or from teachers in the academic insitutions where they had been students previously. These reference letters will also be used in the personal interview evaluation. The average of the scores given by the interviewers in the personal interview will be considered, while for the WAT, the scores given by an independent evaluator will be considered.

7. The scores in all past academics will also be updated, if required, on the basis of actual mark sheets / grade cards submitted. Unless otherwise mentioned, percentages would be calculated by considering all subjects that the candidate has appeared for in the respective examination.

8. The WAT score (weight = 10), and the personal interview score (weight = 35), after standardization across interview panels and sessions, will be added to the following scores to arrive at the final aggregate score. CAT (weight = 30), 10th board (weight = 10), 12th board (weight = 7.5), Bachelor's (weight = 7.5).

   The final offer of admission to candidates in each category will be made strictly on the basis of the final aggregate score as mentioned in (8) above.

   Since IIMB follows a comprehensive multi-criteria process at the Pre-PI stage, it is able to identify many candidates for the PI who have an excellent academic record, but who while doing well enough in the CAT to be in the first shortlist, may have narrowly missed the high score that would have been required if CAT alone was the basis for the PI shortlist. Such candidates effectively replace candidates who have only a high CAT score, but have scored poorly in terms of their past academic record. IIMB emphasizes consistent and high performance in past academics and all other parameters.

Reservations

IIMB is committed to providing admissions to persons from different social and economic backgrounds. In line with statutory requirements in this regard, the PGPBA has seats reserved for Indian nationals belonging to certain categories.   The categories and the extent of reservation effective for PGPBA 2020-22 are: 15% of the seats for Scheduled Caste (SC), 7.5% for Scheduled Tribe candidates, 27% for Other Backward Classes candidates belonging to the "Non-Creamy" layer (NC-OBC), up to 10% for Economically Weaker Section (EWS) and 5% for Persons with Disabilities (PWD).   For the purpose of being considered for reservations, the applicable Central Government list as on the last date of submission of applications (January 14, 2020) shall be binding. No subsequent changes will be effective for PGPBA 2020. The candidates claiming admissions in the reserved categories need to also note the eligibility requirements carefully before applying.

January 13, 2020

All information in this document is pertinent to the admissions cycle (2020) alone and therefore no inference can be made from this document about the admissions process that will be used for future admission cycles at IIMB.   IIMB reserves the right to change, modify or adopt any new admissions process that it deems necessary, at any point.

Any dispute concerning Admissions for the PGPBA Batch 2020-22 would be subject to jurisdiction of the competent courts within the territorial jurisdiction of city of Bangalore only