

Key to table: Custom programmes.

The first 11 criteria are based on feedback from executive education purchasers, the following five are based on a survey completed by each business school. All criteria are presented in rank form. The top school in each column is ranked number one.

Weights in brackets

Preparation (7.6): The level of interaction with the business school; the extent to which purchasers' ideas were integrated into the programme; and the effectiveness of the business school in integrating its latest research into the programme

Course design (7.6): The flexibility of the course and the willingness of business schools to complement their own faculty with specialists and practitioners

Teaching materials (6.9): Contemporary and appropriate teaching materials and a suitable mix of academic rigour and practical relevance

Faculty (7.7): The quality of the teaching and the extent to which teaching staff worked together to present a coherent programme.

New skills & learning (7.7): The relevance of new skills to the workplace, the ease with which they were implemented and the extent to which the course encouraged new ways of thinking

Follow-up (6.4): The level of follow-up offered after participants returned to their workplace

Aims achieved (7.8): The degree to which academic and business expectations were met and the feedback from individual participants.

Food & accommodation (6.2): The quality of food and accommodation

Facilities (6.6): The quality of the teaching accommodation, IT and library facilities

Value for money (7.5): Purchaser's rating, in terms of value for money, of the course design, teaching materials and food and accommodation

Future use (8.0): Purchasers were asked to rate the likelihood that they would use the same business school again and if they would use that business school to do the same programme again

International clients (5.0): Amalgamates the percentage of clients headquartered outside the business school's base country and region (e.g. North America, Europe, South America)

International participants (3.0): Custom programmes with participants from more than one country

Overseas programmes (4.0): Custom programmes that have been taught in more than one country

Partner schools (3.0): Custom programmes developed or taught in conjunction with other business schools

Faculty diversity (5.0): The mix of faculty by nationality and gender