

**Key to table: Custom programmes.**

The first 11 criteria are based on feedback from executive education purchasers, the other 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 (7.8):** 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

**Programme design (7.8):** The flexibility of the course and the willingness of business schools to complement their own faculty with specialists and practitioners

**Teaching methods & materials (7.3):** 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 (7.6):** 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 (6.1):** The level of follow-up offered after participants returned to their workplace

**Aims achieved (7.9):** The degree to which academic and business expectations were met and the feedback from individual participants.

**Food & accommodation (6):** The quality of food and accommodation

**Facilities (6.3):** 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