

# Executive Education Ranking 2011

## KEY: CUSTOMISED PROGRAMMES

The first 10 criteria are based on feedback from executive education purchasers; the next five on a survey completed by each business school. The criteria are presented in rank form. The leading school in each column is ranked number one. The last two criteria are for information only, and are not part of the ranking. Figures in brackets show the percentage each criterion contributes to the overall ranking.

### Preparation (8.4)

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 (8.4)

The flexibility of the course and the willingness of business schools to complement their own faculty with specialists and practitioners.

### Teaching methods and materials (8.1)

Contemporary and appropriate teaching materials and a suitable mix of academic rigour and practical relevance.

### Faculty (8.5)

The quality of the teaching and the extent to which teaching staff worked together to present a coherent programme.

### New skills and learning (8.4)

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 (6.8)

The level of follow-up offered after the course participants returned to their workplaces.

### Aims achieved (8.6)

The degree to which academic and business expectations were met, and the feedback from individual participants.

### Facilities (6.8)

The quality of the teaching, accommodation, IT and library facilities.

### Value for money (8)

Purchasers' rating, in terms of value for money, of the course design, teaching materials and food and accommodation.

### Future use (8)

Purchasers were asked to rate the likelihood that they would use the same business school again, and whether they would use that business school to do the same programme again.

### International clients (5)

This criterion amalgamates the percentage of clients with headquarters outside the business school's base country and region (for example, North America, Europe or Latin America).

### International participants (3)

Customised programmes with participants from more than one country.

### Overseas programmes (4)

Customised programmes that have been taught in more than one country.

### Partner schools (3)

Customised programmes developed or taught in conjunction with other business schools.

### Faculty diversity (5)

The mix of faculty by nationality and gender.

### Total responses

The number of individual surveys completed by clients of the business school. Figures in brackets indicate the total number of years of survey data included in the ranking.

### Custom revenues

Income from customised programmes in 2010 in \$m. Figures are based on average dollar currency exchange rates for 2010.