KEY: CUSTOMISED PROGRAMMES

The first 10 criteria are informed by companies that commissioned executive courses; the next five from each business school. These criteria are presented in rank form, with the leading school in each column ranked number one. The final two criteria are for information only, and do not inform the ranking.

Figures in brackets show the percentage each criterion contributes to the overall ranking weight. The weighting accorded to the first nine criteria is determined by the level of importance that clients attach to each.

Preparation (8.3): level of interaction between client and school, the extent to which clients’ ideas were integrated into the programme, and the effectiveness of the school in integrating its latest research.

Programme design (8.4): flexibility of the course and the willingness of schools to complement their faculty with specialists and practitioners.

Teaching methods and materials (8.0): extent to which teaching methods and materials were contemporary and appropriate, and included a suitable mix of academic rigour and practical relevance.

Faculty (8.5): quality of teaching and the extent to which teaching staff worked together to present a coherent programme.

New skills and learning (8.4): relevance of skills gained 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): extent and effectiveness of follow-up offered after the course participants returned to their workplaces.

Aims achieved (8.6): extent to which academic and business expectations were met, and the quality of feedback from individual participants to course commissioners.

Facilities (7.0): rating of the learning environment’s quality and convenience, and of supporting resources and facilities.

Value for money (8.0): clients’ rating of the programme’s design, teaching and materials in terms of value for money.

Future use (8.0): likelihood that clients would use the same for future customised programmes, and whether they would use the school for the same programme.

International clients (5.0): percentage of clients with headquarters outside the business school’s base country and region.
**International participants (3.0):** extent to which customised programmes have participants from more than one country.

**Overseas programmes (4.0):** international reach of the school's customised programme teaching.

**Partner schools (3.0):** quantity and quality of programmes developed or taught in conjunction with other business schools.

**Faculty diversity (5.0):** diversity of school faculty according to nationality and gender.

**Total responses:** number of individual surveys completed by the school's clients. Figures in brackets indicate the number of years of survey data counted towards the ranking.

**Custom revenues:** income from customised programmes in 2012 in $m, provided optionally by schools. Figures are based on average dollar currency exchange rates for 2012.