

Ranking & Branding

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How to Deal with Rankings

We are in a service business, we need to ask:

- How to measure our output, and whom is going to measure our output?
- How do our customers evaluate us?

We think in these ways:

We create and disseminate knowledge, we work to change people through them to change the world through:

- Teaching & Curriculum
- Research & Publication
- Students & Alumni Service
- Social Impact (Local and International)
- Campus Culture & Learning Environment

We think in these ways:

In order to do a good job, we need:

- Best Students
- Best faculty
- Best staff
- Abundant Financial Resources

How do our customer evaluate us?

They basically look at:

- Students
- Faculty impact
- Media reports
- **Rankings**

It is clear that:

- Ranking is an easy tool to roughly evaluate the school;
- By entering the international ranking, the school creates its reputation and branding globally.

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How to Deal with Rankings

Domestically, we were ranked:

No. 1 by [U.S. News & World Report](#),

No. 1 by [the QS Global 200 Business Schools Report](#),

No. 2 by [Bloomberg BusinessWeek](#),

No. 1 by [Forbes](#),

No. 14 by [The Wall Street Journal](#).

Internationally, we were ranked:

No. 1 by [América Economía](#),

No. 1 by [CNN Expansion](#),

No. 2 by [the Financial Times](#),

No. 5 by [The Economist](#),

No. 21 by [The Wall Street Journal](#).

What do they rank?

- Business Schools
- MBA Programs
- EMBA Programs
- Executive Education
- Full-time vs. Part-time

2011 MBA Rankings

Ranking Institution	No. 1 Program
Financial Times	London Business School
The Economist	Dartmouth College - Tuck School of Business
Business Week	University of Chicago (Booth)
Forbes	Harvard Business School
U.S. News & World Reports	Stanford University
The Wall Street Journal	NA

Influential Rankings

- Financial Times
- The Economist (WhichMBA?)
- Business Week
- Forbes
- U.S. News & World Report

Ranking Methodology

Financial Times	Data from school and alums three years after graduation.
The Economist	20% on student and alumni surveys and 80% on schools.
Business Week	Customer satisfaction, survey on students and corporations
Forbes	Return on investment five years in the market
U.S. News & World Reports	Survey on different components

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CEIBS Ranking Results

MBA	No. 24 by Financial Times (2012)
	No. 5 by Forbes (2011)
	No. 85 by The Economist (2012)
EMBA	No. 7 by Financial Times (2012)
EDP	No. 39 by Financial Times (2011)

Joint Program works well for FT

Rank 2012	3 yr avg.	School name	Programme name
1	1	Kellogg / Hong Kong UST Business School	Kellogg-HKUST EMBA
2	2	Columbia / London Business School	EMBA-Global Americas and Europe
3	3	Trium: HEC Paris / LSE / New York University: Stern	Trium Global EMBA
4		Tsinghua University / Insead	Tsinghua-INSEAD EMBA
5		UCLA: Anderson / National University of Singapore	UCLA-NUS EMBA
6	5	Insead	Insead Global EMBA
7	12	Ceibs	Global EMBA
8	8	University of Pennsylvania: Wharton	Wharton MBA for Executives
9	14	Washington University: Olin	Olin-Fudan EMBA
10	7	University of Chicago: Booth	EMBA

Some tips on B school rankings

- Full-time MBA is the flagship
- Joint program earns the advantage
- More weight on international orientation
- More weight on research & impact
- Provide more service to alumni helps

How to deal with rankings

- Ranking is only part of the story
- Make your own strategy and do not change the strategy to fit the ranking
- Choose the ranking that fit with your strength

Shanghai Campus