

# Does MBA Ranking Matter?

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# Yes

## Lots of Rankings:

- America: Business Week, American News & World Report, Forbes
- Europe: Financial Times, Economist
- China: Forbes China, etc.

Rankings are Different and Focus Differently

Rankings Meet B-School Branding Needs

# The Forbes Way: ROI

## The Best Business Schools

[«The Best Business Schools Home](#) | [Methodology](#)

### OTHER LISTS

[Forbes 400 Richest Americans](#)  
[Most Powerful Women](#)  
[The World's Billionaires](#)  
[The World's Leading Public Companies](#)  
[The World's Most Powerful People](#)

### BROWSE THE LIST

Rank ▲	School	Location	Total 5-Year MBA Gain (\$thou)	5-Year MBA Gain As % of Expenses	Years to Payback	Pre-MBA Salary (\$thou)	2010 Salary (\$thou)	Tuition (\$thou)	Median GMAT Score
1	<b>Harvard</b>	Boston, MA	118	51	3.6	79	230	112	730
2	<b>Stanford</b>	Palo Alto, CA	116	54	3.5	77	205	110	730
3	<b>Chicago (Booth)</b>	Chicago, IL	112	52	3.5	72	205	106	720
4	<b>Pennsylvania (Wharton)</b>	Philadelphia, PA	111	48	3.7	79	225	109	720
5	<b>Columbia</b>	New York, NY	106	48	3.6	76	198	115	712
6	<b>Dartmouth (Tuck)</b>	Hanover, NH	102	48	3.6	74	200	104	720

**Northwestern**

# Indicators

- Total 5-Year MBA Gain
- 5-Year MBA Gain As % of Expenses
- Years to Payback
- Pre-MBA Salary
- Post-MBA First Year Salary
- Tuition
- Median GMAT Score

# Forbes China Ranking

(www.forbeschina.com)

2012福布斯

## 中国最具价值全日制MBA项目

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关键字查询

排名	商学院	所在城市	2007届全日制MBA毕业生5年投资回报(万元)	2007届全日制MBA毕业生入学前年薪(万元)	2007届全日制MBA毕业生毕业第1年起薪(万元)	2007届全日制MBA毕业生目前年薪(万元)	2007届全日制MBA毕业生就读MBA前后年薪增长率(%)
1	中欧国际工商学院	上海	97.1	12.5	32.1	69.7	156.8
2	北大国际MBA (BiMBA)	北京	98.4	20.8	37.7	100.9	81.3
3	北京大学光华管理学院	北京	79.8	9.8	18.8	54.7	91.5
4	清华大学经济管理学院	北京	63.4	7.8	17.1	58.3	121

# Forbes China Indicators

- Five-Year: Total 5-year MBA Gain  
Post-MBA First Year Salary  
Current Salary  
Salary Growth Rate: Pre- and Post-MBA  
The CAGR of 5-year post-MBA  
Tuition  
Graduates' Satisfaction to B-school
- Most Recent Graduate: Pre-MBA salary  
Post-MBA salary (first year)  
Post-over-pre-MBA Salary Growth Rate  
Pre-MBA work experience
- Satisfaction: both to current jobs and to the MBA program

\*Total 5-year MBA Gain=five year accumulative pre-tax income-tuition- opportunity cost (2-year MBA plus 5-year post-MBA)

# Bi-annual Ranking

**Ranking Years:**

2005, 2006, 2007, 2010

**2012 and later:**

Bi-annual Ranking

# How we do it

- We survey alumni at about 40-50 schools regarding their pre- and post-M.B.A. compensation, career choice and location.
- We hear back from 30% of those graduates. Schools where we did not hear back from at least 15% of their alumni were not included in the rankings.
- We also do not include schools where alumni had a negative ROI after five years.
- We rank 15 Full-time and Part-time MBA program respectively

# Challenges

## EMBA Programs

Low response rate to our survey

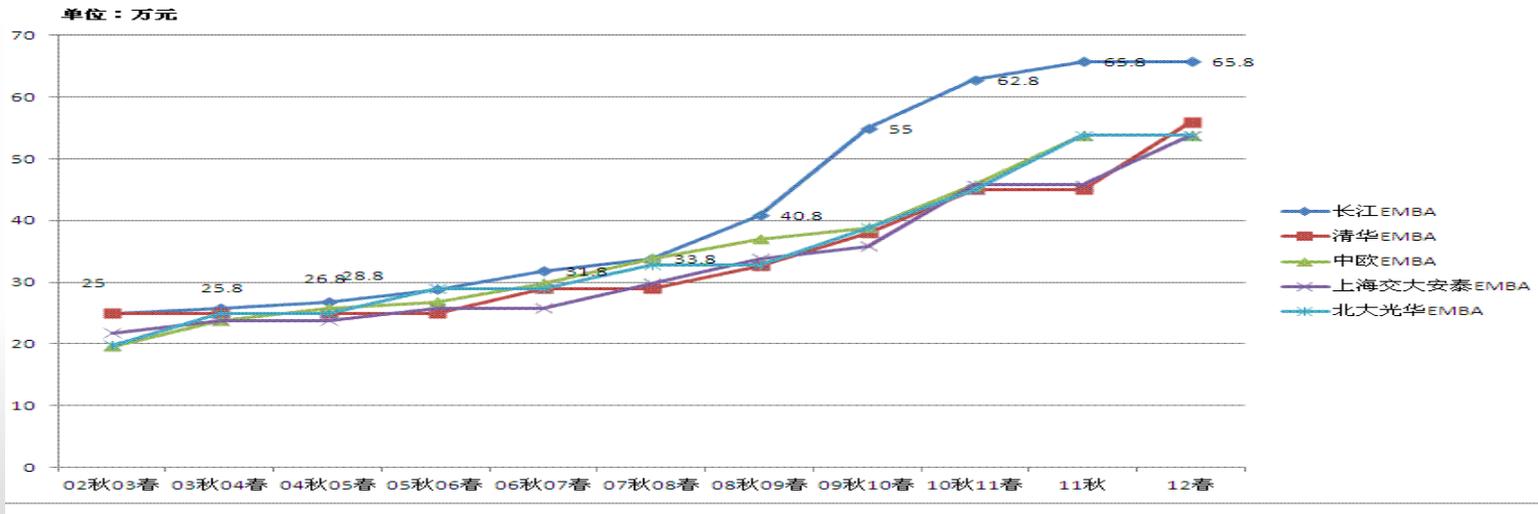
Methodology irrelevant: many students from business owners, entrepreneurs, government officials

## Data collection

Not sufficient

Sometimes biased

# Our Findings: Affordability



	Graduation year	Pre-MBA salary (10 thousands)	Post-MBA salary (10 thousands)	Growth rate	Pre-MBA work experience (years)
Full time MBA	2007	9.3	17.9	94.20%	6.3
	2011	14	21.2	57.50%	5.8
Part time MBA	2007	12.2	18.2	51.50%	7.3
	2011	16.6	24.1	44.80%	

# Affordability/Quality/Sustainability



	Faculty	Students
HBR:	200	800
CEIBS:	60	1000

Tuition or Donation

# Internationalization



International accreditation:  
AACSB, EQUIS, AMBA  
International Programs:  
70% B-School



International Faculties  
International Degree

# Entrepreneurship



Global Entrepreneurship Program, GEP  
Zhejiang University/Babson school of business/Ecole  
de management de Lyon(EM Lyon)

CEIBS: “New Generation Entrepreneurial Leadership  
Boot Camp” and a Venture Capital Fund

# Female Students



**2007: 19.1%**



**2011: 26.9%**

# Thank You!

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