

How well do you know your rankings?

If you work in graduate management education (GME), you know MBA rankings can have a huge effect on your job, regardless of your job description. However, if you are responsible for recruiting talent, be it for MBA or MSc programs, a fall in the rankings can make your job seem truly impossible.

Take the Financial Times Global MBA ranking as an example. The biggest factor comprising 40% of its methodology is compensation: weighted salary three years after graduation and differences in salary before and after graduating from the MBA. Potential candidates considering your different programs will be looking at these figures closely, and will be ready to grill you about how your program will help them achieve their career dreams and aspirations.

How confident do you feel answering these questions?

- How well do you know how the different MBA rankings work?
- Are you prepared to speak intelligently about your program and its performance in the rankings?
- Can you identify areas within the FT rankings where your school is progressing?
- In what ways can you use the FT ranking criteria to help you sell your programs?

Financial Times MBA Ranking Methodology

Career Progression (55%)		Diversity (25%)		Idea Generation (20%)				
(20)	Weighted Salary	Average alumnus salary 3 years after graduation, PPP, with adjustment for sector variations	(2)	Female Faculty	Percentage female faculty. Closest to 50/50, higher score	(5)	Faculty with PhDs	Percentage of full-time faculty with a doctoral degree
(20)	% Salary Increase	Avg. difference in alumnus salary before MBA and now. Half is absolute increase and half according to % increase	(2)	Female Students	Percentage female students	(5)	FT Doctoral Rank	Number of doctoral graduates from each business school during the past 3 years. Extra points are awarded if these graduates took up faculty positions at one of the top 50 full time-MBA schools
(3)	Value for Money	Calculated using salary today, course length, fees & costs and lost income	(1)	Female Board	Percentage female members on school's advisory board	(10)	FT Research Rank	Number of articles published by each school's current full time faculty members in 45 selected academic and practitioner journals between a period of time. Absolute number of publications with the number weighted relative to faculty size
(3)	Career Progress	Changes in level of seniority and size of company alumni are working now compared to pre-MBA	(4)	International Faculty	Diversity of faculty by citizenship and % whose citizenship differs from country of employment			
(3)	Aims Achieved	Extent to which alumni fulfilled their stated goals or reasons for doing an MBA	(4)	Int'l Students	Diversity of students by citizenship and % different from country where they study			
(2)	Placement Success	Effectiveness of school Career Services as rated by alumni	(2)	Int'l Board	% of board whose citizenship differs from country where school is based			
(2)	Employed at 3 months	% of most recent grad class who found employment w/in 3 months of completing studies	(6)	Int'l Mobility	Whether alumni worked in different countries pre-MBA, on graduation and 3 years after graduation			
(2)	Alumni Recomm'd	Selection by alumni of 3 schools from which they would recruit MBA graduates	(3)	Int'l Course Experience	Exchanges, research projects, study tours and internships abroad			
			(1)	Languages	Number of extra languages required on completion of the MBA			

In Red information provided by Alumni (accounting for 59% of total ranking)
In Green information provided by each School (accounting for 31% of total ranking)
In Blue information calculated by the Financial Times (accounting for 10% of total ranking)

As the image above indicates, the Financial Times ranking measures 20 different factors. Even if your institution falls in the overall ranking, a thorough understanding of the ranking methodology will help you dissect your institution's performance relative to all 20 factors measured, arming you with information to help you in the sales process. Also, a negative performance in one ranking does not mean a negative performance in all rankings: comparing rankings and focusing on your program's strengths can also be very effective when speaking to potential candidates.

In the ***Admissions Institute for New Professionals Europe (AINPE) program*** scheduled for February, we will be evaluating all ranking methodologies and analyzing how the *Cave Hill Business School (CHBS)*, a make believe institution based in Londrid, fares. We will be helping Jan Blake, our case protagonist, get ready for a QS Fair where he will have to talk about the CHBS MBA program to potential candidates looking to apply to a very competitive 2015 admissions season. Join us in the discussion and become more effective in the recruitment of candidates to your institution.