

## How well do you know your rankings?

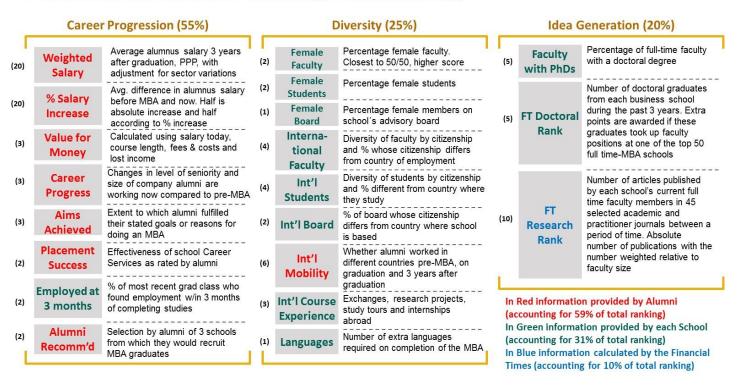
If you work in graduate management education (GME), you know MBA rankings can have a huge effect on your job, regardless of your job description. However, if you are responsible for recruiting talent, be it for MBA or MSc programs, a fall in the rankings can make your job seem truly impossible.

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**



## Rankings Knowledge Yields Power in the Ranks!



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.