

HOW DO THE FINANCIAL TIMES' EXECUTIVE EDUCATION RANKINGS WORK?*

ELIGIBLE SCHOOLS CHOOSE TO PARTICIPATE

DEC FT'S NOTICE GOES OUT IN DECEMBER

In order to qualify, a school must have expressed interest and have:



INTERNATIONAL ACCREDITATION (EQUIS/AACSB)
FT may waive this if the organization can prove it offers services that directly compete with business schools in executive education.



\$2,000,000 in revenue for either Open or Custom (US\$) between January 1 and December 31 in the year preceding the ranking.

(in US\$ based upon average currency exchange rates)

SCHOOLS NOMINATE PROGRAMS

OPEN PROGRAMS

(Both must be general, non-functional programs)



1-2
GENERAL MANAGEMENT PROGRAMS
3 days minimum
Mid-level participants

+



1-2
ADVANCED MANAGEMENT PROGRAMS
5 days minimum
Senior-level participants

CUSTOM PROGRAMS

Corporate client email contacts are provided by the school. These are not participants, but Learning & Development leaders in charge of the program.

20 CUSTOM CLIENTS



FT SURVEYS THE SCHOOL'S CLIENTS



80% OF SURVEY WEIGHTING

FEB SURVEYS ARE SENT OUT IN FEBRUARY



50 RESPONSES PER PROGRAM MINIMUM
and a 20% minimum response rate from all participants who attended the program in the past year



5 CLIENTS MINIMUM RESPOND

CRITERIA

~30 QUESTIONS (~3 ON EACH CRITERIA), 10 POINT SCALE



Preparation



Course design



Teaching methods & materials



Faculty



Quality of participants



New skills & learning



Follow-up



Aims achieved



Facilities



Food & accommodation

Available in English, French, German, Spanish or Italian

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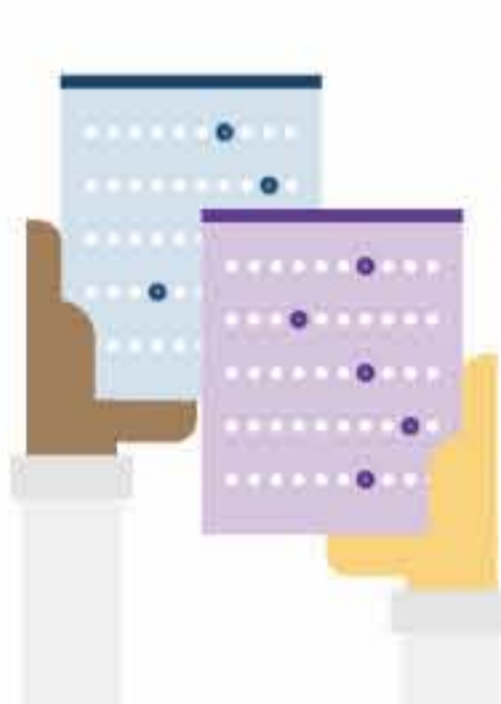
Value for money



Future use

Translation available upon request

RESPONDENTS PROVIDE INPUT INTO WEIGHTING



Both Open and Custom survey respondents weight criteria importance using 10-point scale.

ADDITIONAL WEIGHTING QUESTIONS FOR CUSTOM CLIENTS

- 1 Is the program Strategic/General/Functional?
- 2 Seniority of individual responsible for specifying the course?
- 3 Size of client organization?
- 4 Number of schools with which client has commissioned customized courses in last 3 years?

THE SCHOOLS PROVIDE KEY METRICS



20% OF SURVEY WEIGHTING

MAR ALL DATA MUST BE PROVIDED TO FT BY MARCH



Female participants



International participants



Repeat business and growth



International location



Partner schools



Faculty diversity



International clients



Overseas programs



Partner schools



International participants



Faculty diversity

AN OUTSIDE CONSULTANT CALCULATES THE RANKING



The consultant converts the answer for each criterion into a z-score, a statistic which indicates where the score lies in relation to the average.



The consultant applies the weightings previously mentioned to all of the data collected.



The consultant uses the previous 3 years of data to smooth out any year-by-year swings in the responses.



The weighted z-scores are ranked. Only the ranking number is made public.



For schools with three years' of consecutive data, responses are weighted 40%:33%:27%, with the current year receiving the greatest weight. For schools with two years of consecutive data, the weighting is 55%:45%.



On occasion, schools are given the same rank (e.g., in 2015's open ranking, both INSEAD and ESADE were ranked 7th.) This is because, as confirmed with the FT, their aggregate z-scores were equal.

THE FT PUBLISHES THE RANKINGS

MAY RANKINGS ARE PUBLISHED IN LATE MAY

The total number of schools changes each year. The number included in each ranking is based upon the number of eligible schools that elect to participate and have a sufficient response rate from their surveys.



TOP 75 OPEN PROGRAMS



TOP 85 CUSTOM PROGRAMS



TOP 50 OVERALL*

*Z-scores are combined and re-ranked from schools that participate in both rankings. Custom and Open programs are given equal weighting.

PROVIDED BY



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*Based upon 2015 rankings