WSJ/THE
Business School Rankings

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Interest to date

- Three-month consultation with business schools is currently live
- 195 business school leaders or senior staff participated in consultation to date
- 91% surveyed confirmed intention to participate in the rankings
Summary of proposed rankings

- First global business school rankings to meaningfully assess teaching quality and actual value of professional network, based on business school data, plus proprietary surveys of students and alumni.

- Evaluation of teaching quality built using established proxies drawn from academic research, used first in The WSJ/THE College Rankings in 2017.

- Value-added model used to weigh salary impact.

- New network measure designed to capture actual value, rather than potential.

* All proposals are subject to decisions made during the consultation with business schools.
Summary of proposed rankings

- Redress a 5-year decline in business school editorial coverage among tier one global media with in-depth reporting and analysis across MBA, MiM and Mfin.

- Show us more than the money – far greater emphasis on opening up new career opportunities, school networks, and the learning experience itself

- Segmented year-round reporting by data journalists in *Wall Street Journal* and *Times Higher Education*, producing tailored sub-ranking analyses and bank of data providing best sense of “fit” between candidates and schools

- Unprecedented credibility and combined reach of *Wall Street Journal* and *Times Higher Education*, covering candidates, employers and academics

* All proposals are subject to decisions made during the consultation with business schools
Survey of students and alumni

- 94% saw rankings as important or very important when making their choice of Business School

- Salary Outcomes was rated only #6 among the key ranking measures
Data sources

Data will be sourced from the following:

- **direct submissions** from schools through our portal for the majority of our Resources and Environment metrics
- an **alumni survey**, asking students for feedback on a variety of Engagement questions
- feedback from **employers** (TBD)
- **Elsevier** for all bibliometric data
- **public sources** (OECD, World Bank...) for reference data such as RPP

- Data will be cross checked against external sources, at our discretion, and we reserve the right to investigate institutions where we believe inappropriate data collection or submission has taken place.
Surveys

- Surveys will play an important role in the rankings

- Two major surveys are planned
  - Alumni – at two time points
  - Employers and recruiters

- Alumni survey based on learnings from survey for US College Ranking

- We are planning to source employers for the employer survey from both business schools and independently recruited panels of employers.
Acknowledging the existing burden of alumni surveys,

Target those two years and five years out of school.

**Full-time MBA alumni surveyed in the next 12 months**

- **Class of 2017 (n)**
  - FT (Fall ’17)
  - US News (Winter ’17)
  - Economist (Spring ’18)
  - Bloomberg (Spring ’18)

- **Class of 2012 (n-5)**
  - Forbes (Summer ’17)

- **Class of 2014 (n-3)**
  - FT (Fall ’17)

- **Classes of 2009/10/11 (n-6/-7/-8)**
  - Bloomberg (Summer ’17)

**Full-Time MBA Alumni surveyed in the last 12 months**

- **Class of 2016 (n-1)**
  - FT (Fall ’16)
  - US News (Winter ’16)
  - Economist (Spring ’17)
  - Bloomberg (Spring ’17)

- **Class of 2013 (n-4)**
  - FT (Fall ’16)
  - Classes of 2008/09/10 (n-7/-8/-9)
  - Bloomberg (Summer ’16)
Publication

- Ranking will be published in Times Higher Education and Wall Street Journal
- Supported by ongoing editorial reporting and analysis
- Commitment for at least three years
Timescales and Entry criteria

- Consultation with the sector: June - September 2017
- Data gathering: October - November 2017
- Publication: Q1 2018

To participate:

- Offer a programme
- Be part of accredited association
- Aim to publish 200+ institutions

To engage: businessrankings@timeshighereducation.com