

N O T A T

Internationale rankings af business schools

Bestyrelsen

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Internationalisering er et strategisk pejlemærke for CBS. CBS ønsker at opnå international anerkendelse og tiltrække flere udenlandske studerende til sine uddannelser. Derfor er "international ranking og benchmarking" og "international branding og positionering" fremhævet i Strategi 2010 som dimensioner, der skal styrkes.

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CBS deltager i øjeblikket i Financial Times' rankings af henholdsvis europæiske MSc in Management og Executive MBA'er¹. Det planlægges at lade full-time MBA-programmet ranke i nær fremtid. Der er dog behov for at styrke dimittendernes "placement"-resultater (primært lønniveauet) først, da placement er et tungtvejende kriterium, ligesom tidligere års resultater vægter højt (hvorfor det er væsentligt med en god placering allerede første år).

En nylig undersøgelse udført for EFMD, *The European Foundation for Management Development*, kaster lys over, hvilke kilder potentielle business school-studerende anvender, når de skal træffe beslutning om valg af business school. Undersøgelsen lader til at hvile på et solidt grundlag, idet den bygger på udsagn fra et meget stort antal respondenter fordelt på 22 business schools i Europa. Blandt respondenterne er både "first-degree"- og MBA-studerede, samt deltagere i executive education.

Udover universiteternes egne hjemmesider fremhæves Financial Times (inkl. FT.com), The Economist og Business Week som væsentlige kilder (se undersøgelsens resultater vedr. Media influences i tekstboksen nedenfor). Undersøgelsens resultater tyder på, at CBS ville kunne opnå en større international eksponering, såfremt CBS blev ranket hos The Economist og Business Week.

The Economist foretager rankings af MBA programmer. Rankingen, kaldet "Which MBA", ranker Top-100 MBA programmer og er tilgængelig på internettet². CBS er ikke med i rankingen, og der er ingen informationer om CBS på hjemmesiden.

Business Week ranker full-time MBA programmer, såvel som Executive MBA programmer (samt amerikanske undergraduate programmer). Rankings og profiler af skoler (både dem der har opnået ranking og nogle der ikke har) er tilgængelige på internettet.³ CBS optræder ikke i de to rankings, men der er fra hjemmesiden adgang til profiler af CBS' FT-MBA og EMBA programmer.

¹ Se bilag om CBS' placering i MSc-rankingen. Resultatet af årets E-MBA ranking forventes at foreligge umiddelbart før bestyrelsesmødet.

² <http://mba.eiu.com/index.asp>

³ <http://www.businessweek.com/bschools/>

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7. Media influences

- 7.1 Respondents were provided with a list of 20 influential media titles and sources for those considering study at a business school and asked to indicate which had been the most important to them when deciding where to study.
- 7.2 Individual university websites were by far the most important medium used by potential students when seeking information about business schools, used by almost twice as many respondents as any other single publication or website. The importance of the internet was demonstrated by the presence of Google and FT.com at fourth and fifth in the list of influential media. Some individual university site traffic will be driven by searches on Google and other search engines, although at present if the initials MBA are typed in to Google, it returns with around 210 million options. Further work might be useful to determine how students decide which sites to visit, how they find out the address for a particular site and what they think of sites when they reach them.
- 7.3 Although the web is important, traditional media cannot be discarded. The Economist and Financial Times were almost equally well used by potential students and appeared at second and third places in the list below. Business Week, specific university publications and the Harvard Business Review appeared at sixth, seventh and eighth in the list. No doubt, had there been a significant number of American schools taking part in the study, the list of titles would have been different again, although the internet may still have dominated.

Table 1: Most influential media titles and sources when considering where to study

Media title/source	Number of responses	Percentage of total response
University website	2158	15.5
The Economist	1272	9.1
Financial Times	1237	8.9
Google	927	6.6
FT.com	726	5.2
Business Week	712	5.1
University publication	672	4.8
Harvard Business Review	456	3.3

Tekstboks 1: Uddrag fra EFMD's "The Business of Branding International 2006".