

# Business School and Media Rankings



Peter Lindstrom, University of St. Gallen  
Representing AACSB International  
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The background of the slide is a dark blue gradient with a collage of various images of students and graduates. At the top, there are photos of students in graduation gowns and caps, as well as portraits of diverse young people. At the bottom, there are photos of students in a classroom setting, some sitting at desks and others standing.

# AACSB's Mission

AACSB International advances quality management education worldwide through accreditation, thought leadership, and value-added services.

# The World of Management Education

Region	AACSB Members	AACSB Accredited	In AACSB Accred. Process	Estimated Schools w/ Business Programs
Africa	13	1	1	756
Asia	172	37	45	5,954
Europe	193	47	52	1,968
Latin America & Caribbean	58	10	11	1,970
Northern America	699	491	69	1,725
Oceania	33	10	12	99
<b>Totals</b>	<b>1,168</b>	<b>596</b>	<b>190</b>	<b>12,472</b>

# Characteristics of AACSB Accredited Schools

- Mission Driven
- Stakeholder involvement
- Research oriented
- Qualified Faculty current in their field
- Verified learning outcomes
- Focused on high quality and continuous development

A blue-tinted collage of various people, likely students and faculty, is visible in the background. The collage is split horizontally, with the top half showing a group of people and the bottom half showing a woman smiling.

# AACSB and the rankings

## The Business School Rankings Dilemma

Report published in 2005

# About Rankings

- Focus on MBA programs
- Limit the number of programs included
- Use various methodologies
  - Student and alumni surveys
  - Recruiter surveys
  - Deans and directors surveys
  - Data provided by schools
- Collapse data into a ordinal ranking

# About AACSB

- Focus on Mission
- All business programs within an institution included
- 21 standards divided in 3 main groups
  - Strategic Management Standards
  - Participant standards (faculty, administration, support staff and students)
  - Assurance of learning
- Accreditation report with consultative feedback developed by peers.

# Benefits of Rankings

- Increases visibility of business education
- Provides channels to advertise programs
- Offers stakeholder feedback



# Negatives of Rankings

- Measures selected based on convenience
- Expensive for schools
- Data
- Surface level changes

# Methodology Challenges

- Do not measure quality
- Assume homogeneity
  - Programs
  - Students
  - Recruiters
- Exaggerate differences and changes

# Unintended Impacts

- Foster misperceptions
- Favor surface-level changes over substantive improvements
- Stifle innovation and diversity
- Require extensive resources to participate

# AACSB's Position

- Rankings are important and must be managed
- Rankings should not drive strategy
- Rankings are not the only measure of success
- Rankings do not substitute for AACSB accreditation

# AACSB's role in the rankings dilemma for business schools

- Communicate to influence
  - Label MBA rankings accurately
  - Convert from rankings to ratings
  - Improve the methodologies and measures

# AACSB's role in the rankings dilemma for business schools

- Expand the role in defining and collecting Data
  - AACSB has the largest searchable database
  - developed definitions with GMAC and MBA (CSC)

# AACSB's role in the rankings dilemma for business schools

- Strengthen the external value of accreditation
  - Accreditation (AACSB or from any other respected accreditation organization) – the alternative to rankings!



# Questions and Answers