

Press release

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Economist Intelligence Unit presents 13 awards for excellence in executive education

Thirteen business schools, located in four countries, have been given the Economist Intelligence Unit's award for excellence in its latest survey of executive education programmes*. The survey rated both open-enrolment and customised courses, and judged schools by their ability to deliver on the areas judged most important by a panel of over 200 senior executives.

Four schools, IE and IESE in Spain, Penn State in the US and York in Canada, were rated in the top tier for both their open-enrolment and customised programmes. In addition Wisconsin-Madison, Washington St. Louis, Northwestern and Rice (all US) were given awards for their open-enrolment programmes, while Ohio, Chicago, Georgetown and Washington University (all US) and Cape Town in South Africa were recognised for their custom programmes.

Bill Ridgers, editor of the survey, commented: "Tomorrow's business leaders will need an increasingly wide range of skills. For those with gaps in their knowledge, executive education programmes are an important way of plugging the holes. But as with any type education, it's not just about choosing the right course, it's also about going to the right institution."

Schools' executive education programmes can be divided into two categories. "Open" programmes have traditionally been schools' bread-and-butter; each year a school will offer a schedule of programmes, in areas such as finance, leadership or marketing, which are open to executives from any company. However, the biggest growth can be found in "custom" courses, which are tailored by business schools for specific companies and can be linked directly to issues within that company, such as strategic change.

**short, non-degree executive courses*

The results

Open programmes

The Economist Intelligence Unit survey of senior executives found that there were ten areas that they felt were important to consider when choosing an open programme provider:

- content of the programme
- internationalism of the programme
- faculty quality
- provider's amenities
- quality of fellow participants
- level of post-course support for participants
- ability to demonstrate impact back in the workplace
- maintaining an ongoing relationship
- cost/value for money
- wide range of courses.

Based on these criteria, we then asked around 2,000 participants on open programmes to rate the schools they attended. We added to this some data provided by the schools - such as their level of repeat business - to produce an overall school rating for open programmes. Eight schools were awarded an overall rating of “excellent”, with a further four rated as “good”.

Schools rated as "excellent"

School	Country	Rating (out of 5)
University of Wisconsin-Madison—Graduate School of Business	US	4.3
IESE Business School—University of Navarra	Spain	4.2
Washington University in St Louis—Olin School of Business	US	4.2
York University - Schulich School of Business	Canada	4.2
IE—Instituto de Empresa	Spain	4.1
Northwestern University—Kellogg School of Management	US	4.1
Pennsylvania State University—Smeal College of Business	US	4.1
Rice University—Jesse H Jones Graduate School of Management	US	4.1

Schools rated as "good"

School	Country	Rating (out of 5)
University of Cape Town—Graduate School of Business	South Africa	4.0
University of Chicago—Graduate School of Business	US	4.0
Indian Institute of Management—Ahmedabad	India	4.0
Thunderbird—The Garvin School of International Management	US	4.0

Customised programmes

As with open programmes, we asked senior executives what they were looking for in a custom provider. There were nine major factors:

- ability to understand issues specific to your company
- faculty quality
- provider’s amenities
- level of post-course support for participants
- ability to demonstrate impact back in the workplace
- maintaining an ongoing relationship
- cost/value for money
- flexibility/ability to customise the programme
- wide range of expertise.

This time, ratings were given by those within companies responsible for purchasing a customised programme. Again, data provided by the schools was also used. Nine schools were awarded an overall rating of “excellent” and three rated as “good”.

Schools rated as "excellent"

School	Country	Rating (out of 5)
Pennsylvania State University— Smeal College of Business	US	4.6
IESE Business School— University of Navarra	Spain	4.4
Ohio State University—Fisher College of Business	US	4.4
University of Cape Town— Graduate School of Business	South Africa	4.3
University of Chicago— Graduate School of Business	US	4.3
Georgetown University—Robert Emmet McDonough School of Business	US	4.3
IE—Instituto de Empresa	Spain	4.3
University of Washington— Business School	US	4.3
York University—Schulich School of Business	Canada	4.3

Schools rated as "good"

School	Country	Rating (out of 5)
ESADE Business School	Spain	4.2
Rice University—Jesse H Jones Graduate School of Management	US	4.2
Washington University in St Louis—Olin School of Business	US	4.2

The executive education ratings are taken from the 18th edition of *Which MBA?*, the authoritative guide to executive education around the world.
Available at www.which-mba.com

Which MBA? 2006 edition

Available from the Economist Intelligence Unit –
Tel: +44(0)20 7576 8181 or direct from our online store at www.store.eiu.com

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About the Economist Intelligence Unit

The Economist Intelligence Unit, the business information arm of The Economist Group, publisher of *The Economist*, is the world's leading provider of country intelligence, with over 500,000 customers in corporations, banks, universities and government institutions. Our mission is to help companies do better business by providing timely, reliable and impartial analysis on market trends and business strategies.