



## How to use the MBA rankings to help find the best Business School for YOU.

MBA rankings are provided by newspapers and magazines to rate the top Business Schools (and no doubt try to sell a few copies of their publications). Since there is no universal methodology that identifies the top MBA programs across the board you will find different rankings from different sources. Some publications compare 30 programs versus 100, some take into account US Schools only whilst others are global, and some produce rankings annually versus every two years. All this should be taken into account when using the rankings for your initial research into a suitable MBA program.

Qualities measured by the ranks include reputation, GMAT scores, student satisfaction, employer satisfaction, return on investment and so on. Since these criteria are so varied, the results for each source also differ wildly. This is why it is so important to use the criteria which matter most to you when selecting your potential Business School. For example, the needs of a woman, international student or married applicant will be catered for better at some schools versus others.

Additionally, your area of specialty, location, and reasons for attending business school in the first place should all be taken into account when selecting a school. It is wise to have the end goal in mind when choosing your program.

Use the rankings intelligently to research your specific needs and they can be of enormous use to you. For your initial research before your MBA applications, you might find that using aspects of several rankings may fulfill your quest to find the most appropriate choice to match your preferences and desires as well as your qualifications, budget and geographic needs.

We recommend that you use several of the major rankings (Financial Times, Business Week, Forbes, US Times) to answer the following questions for yourself;

1. Why are you applying for an MBA? Remember to begin with the end goal in mind.

# MBA Rankings and Top Business Schools

from "30 Day GMAT Success" <http://www.30daygmatsuccess.com>

by Brandon Wu (GMAT Score: 780, 99 percentile)

2. What learning/ teaching style suits you best?
3. Would you rather be in the city or a more suburban/ rural environment?
4. What specific needs do you have from your program?

Some of the answers to these questions can be found in the more specific rankings here;

Return on investment (ROI) – [Business Week](#) / Financial Times/ [Forbes](#)

Student Satisfaction: Business Week, [The Economist](#)/ [Which MBA?](#)

GMAT: [Forbes](#)

European programs: [Financial Times](#)

If you are interested in an area of specialty, rankings from the [Financial Times](#) and [Business Week](#) will help show you the best results in the following fields;

Finance, Accountancy, Entrepreneurship, Economics, Corporate Social Responsibility General Management, Marketing.

Remember that rankings are important but are by no means perfect and should not be used as a replacement for real research. Whilst reputation is of course important, do not compromise your personal desires.

Instead, request school guides, talk to professors and alumni, read websites and attend school-sponsored events. When at all possible visit the school campus to get a feel of the culture of the school.

Here is the latest list of the ten best business schools (global) according to FT. (2010)

1. [London Business School](#)
2. [University of Pennsylvania: Wharton](#)
3. [Harvard Business School](#)
4. [Stanford GSB](#)
5. [INSEAD](#)
6. [Columbia Business School](#)

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7. [IE](#) (tied with Columbia)
8. [MIT Sloan](#)
9. [Chicago Booth](#)
10. [Hong Kong UST Business School](#)

More recently, accelerated (typically 1 year) MBA programs are becoming a popular choice. In light of this fact, the Wall Street Journal has recently published a ranking of the best accelerated MBA programs. You can find that [here](#).

Do your research and you'll land where you really want to be.  
Best of luck with your choice!



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