

Using The MBA Rankings To Find The Best Business School For YOU.

by Brandon Wu, 30 Day GMAT Success

MBA rankings are provided by newspapers and magazines to rate the top business schools, but since there is no universal methodology comparing MBA programs across the board, you'll find different rankings from each source. Some publications compare 30 programs versus 100, some take into account US Schools while 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.

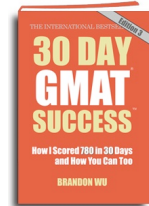
Qualities commonly measured by the ranks include: reputation, GMAT scores, student satisfaction, employer satisfaction, and return on investment. Since these criteria are so varied, the results from each source also differ wildly. This is why it is important to use the criteria which matter most to you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

Additionally, your area of specialty, location preferences, 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.

I recommend that you use a combination of 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? What is your end goal?**
- 2. What learning / teaching style suits you best?**



3. Would you rather be in the city or a suburban/ rural environment?

4. What specific needs do you have from your program?

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

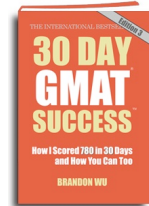
Alongside using the rankings to make your decision, request school guides, talk to professors and alumni, read student blogs, and attend school-sponsored events. When at all possible visit the school campus to get a feel of the culture of the school.

Here is the latest list (2014) of the ten best global business schools, according to the Financial Times:

1. Harvard Business School US
2. Stanford Graduate School of Business US
3. London Business School UK
4. University of Pennsylvania: Wharton US
5. Columbia Business School US
6. Insead France / Singapore
7. Iese Business School Spain
8. MIT: Sloan US
9. University of Chicago: Booth US
10. Yale School of Management US

More recently, accelerated (typically 1 year) MBA programs are becoming a popular choice. In light of this fact, the Wall Street Journal published a ranking of the best accelerated MBA programs in 2009. You can find that [here](#).

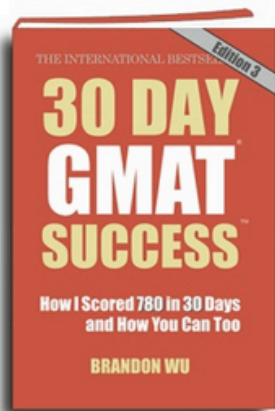
Do your research and you'll land where you need to be.



Best wishes for your GMAT Success and beyond!

- Brandon Wu

Author of '30 Day GMAT Success: How I Scored 780 on the test, and how you can too!'



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