GLOBAL RANKING OF THE BEST MASTER PROGRAMS:

A unique tool to identify the expertise of Business School for a new student mobility
Students mobility and criteria to choose the Master

When students have to choose their studies, they mainly use 2 criteria:

• For 50% of the students, the first criteria is the « place »
  • Geographical choice: a continent, a country

• For 30% of the students, the first criteria is the « topic »

EDUNIVERSAL WORLD RANKING has been created taking into account these 2 essential elements.
Utility of the Masters Ranking approach

- **1. Eduniversal Masters Ranking generates a unique mapping that:**
  - identifies the speciality of the Master programs and the expertise of the Universities / Schools
  - enables the valorization of academic institutions by highlighting its strengths and specificities

- **2. Eduniversal Masters Ranking is committed to list only the best programs:**
  - Eduniversal organises annual surveys with the Students, Schools/Universities and Companies
  - The combination of these investigations permits to identify and to select the best master programs.

- **3. Eduniversal Ranking Masters values the programs and encourage excellence around the world**
EDUNIVERSAL MASTERS RANKING

- Surveys and research during more than 18 months

An annual evaluation from more than 12,000 programs

The 2011 Best Masters Ranking is the result of:

- An investigation of about 10,000 representatives from Business Schools in 153 countries

- A global survey of 5,000 international recruiters and almost 100,000 students worldwide

www.best-masters.com
The Best 4000 Masters, MSc, MA, MBA’s Worldwide
divided into 29 Specializations

14 popular majors are ranked in Eduniversal’s 9 academic regions:
- Auditing
- Business and Commercial Law
- Communication
- Corporate Finance
- General Management
- Human Resources
- International Management
- Information System Management
- Marketing
- Project and Engineering Management
- Public Management
- Executive MBA
- MBA Full Time
- Economics

15 specialized majors are part of Eduniversal’s Global Ranking:
- Cultural and Arts Management
- e-Business
- Entrepreneurship
- Sustainable Development & Environmental Management
- Market Finance
- Luxury, Food and Wine Management
- Real Estate Management
- Sales Management
- Sport Management
- Supply Chain and Logistics
- Tourism and Hospitality Management
- Taxation
- Business Intelligence & Security Management
- Health Management
- Insurance
MASTERS RANKING SURVEY:
THE LARGEST SURVEY IN THE FIELD OF HIGHER EDUCATION

STUDENTS
BUSINESS SCHOOLS
COMPANIES
Uniqueness of the Eduniversal Masters Ranking

• The criterion of student satisfaction
• The methodology used during the last 10 years
Planning

- **Survey**
  - Next survey: January 2012

- **List publishing**
  - 14 October 2011 - Convention

- **Sales campaign**
  - 14 October - 24 December 2011

- **Ranking results publishing**
  - 24 December 2011
STEP 1:
PUBLICATION OF THE LIST OF THE RANKED PROGRAMS
Publication of the list of the ranked programs - **Eduniversal Masters Ranking 2011**

- 4000 Best Master programs selected

And ranked will be presented on 14 octobre 2011 in Shanghai:

- At first the communication will be made to the schools presented at the Convention 2011
- Official opening on the website [www.best-masters.com](http://www.best-masters.com)
Publication of the list of the ranked programs - Eduniversal Masters Ranking 2011

• All the ranked programs will be included automatically in the website and the list of the ranked programs will be presented by alphabetic order at: best-masters.com:

• The details of the ranked programs will not be accessible to public until December:

Each referenced program presented via:

• Name of the program
• Name of the University / School
• Flag of the country
Best-masters.com : step 1


- Ranking by country:

- Ranking by topic:
The visitor can find all the ranked master programs by major in one particular region or worldwide.
A Global Ranking presentation
Key points to improve the web referencing and the communication of the Ranking results to the students

Procedure of the representation in the social networks

Strategy of the Multilanguage website for easier use by the students
STEP 2:
PUBLICATION OF THE MASTERS RANKING AND THE DETAILED INFORMATION CONCERNING THE PROGRAMS
Description of the module "Basic presentation Form"

- Equivalent free module in France

« Basic presentation Form :
  - Name of the Master program
  - Name of the School / University
  - Position of the Master program in the Ranking
  - Number of stars
  - Photo of the School
  - Logo of the School
  - Pictogram with main accreditations of the school
  - Name of the Director of the Master program
  - Postal address of the University / School
  - Tel et Fax
  - Website
  - Email contact
Basic online presentation of the Master program

The University of Jordan - Faculty of Business
Master's in Business Administration /Management

Nom du responsable:
Adresse:
Tél.:
Fax:
E-mail:
Internet: http://www.ju.edu.jo/

Voir aussi
The University of Jordan - Faculty of Business
Master's in Business Administration /Management
DETAILED PRESENTATION OF THE PROGRAM

PROGRAM PRESENTATION
Description of the program
« Detailed presentation of the program »

Equivalent of the modules 1+2 in France

• This module is divided into two parts in addition to Module 1 (free of charge) and includes:
  • First web page:
    • Director message of the Master program in English
    • Director message in the taught language of the program
    • Photo of the Director of the Master program
    • Video of the Director message
  
  • Second web page:
    • Requirements for admission
    • Privileged profiles
    • Alumni profiles
    • Curriculum
    • Tuitions and Fees
    • Program Overview
    • Employment opportunities
Description of the module 2/2
Director message

The University of Jordan - Faculty of Business Master's in Business Administration Management

GORDON CRICHTON
Director of MIS Management de l'Achat Industriel
Focus on the director message

GORDON CRICHTON
Directeur de M5 Management de l'Achat Industriel


MODULE 2: BEST MASTERS APPLICATION SERVICES
Additional services and available information only for the Master programs with the account in the platforme

BEST MASTERS APPLICATION

- For the masters programs without module account: students can select and add the programs in their account. The programs will appear by major, name of the school, country, geographic zone.

- For the masters programs with the module account, the following information available:
  - Process and steps of the selection:
  - Deadlines et different steps of the candidature selection
  - Evaluation/documents requested
  - Application fee
  - Master program fee
  - Financement options
  - Key information for the applicants
  - Direct contact information of the admissions coordinator