Academic Rankings:

What they do to the Image & Reputation of Business Schools:

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ACCELERATED CHANGES

IN LAST 10 YEARS MANY KNOWN PRODUCTS & COMPANIES HAVE DISAPPEARED.
IN NEXT 10 YEARS THE FOLLOWING COULD DISAPPEAR.

- Post Office
- Check
- Newspaper
- Book
- Land line telephone
- Television
- Privacy

Same is TRUE for Academic Ranking
Why is Academic Ranking important?

• Innumerable & complex choices
• Rapid & Continuous Changes in the quality of Institutions.
• Varied interests of different stakeholders.
• Ranking provides Benchmarking for Comparative Evaluation & Decision Making by Stakeholders
Academic Ranking “Attracts”

- Students
- Faculty
- Employees
- Employers
- Funding
- Premium fee
Model Academic Ranking

Parameters

- Market Value of Graduates
  - Starting Salary
  - Professional Growth
- Academic Value Addition
  - Student Quality
  - Student Diversity
  - Learning Experience
- Popularity on the web
- Potential to Network
- Faculty
- Learning contents & Learning Methodology
- Infrastructure

- Academic Growth
- Professional Growth
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Market Value

Academic Value

Addition

Popularity

on the web

Potential to

Network

Faculty

Learning contents & Learning Methodology

Infrastructure
Market Value of Graduates

• Current starting salary of the top 3 business schools:
  ▪ Harvard: $125k
  ▪ Wharton: $121k
  ▪ Stanford: $120K
Ranking Schools by Internet Media Buzz

1. Harvard University
2. Northwestern University
3. University of California, Berkeley
4. Columbia University
5. California Institute of Technology
6. Massachusetts Institute of Technology
7. Stanford University
8. University of Chicago
9. University of Texas, Austin
10. Cornell University
Ranking Agencies Criteria

- Reputed
- Recognized
- Credible
- Reliable
- International
Thank You!