



EDUNIVERSAL

**Eduniversal
Official Selection**

&

**Eduniversal
Masters Ranking**



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I - Genesis :

Success at the French level

I – Genesis: Success at the French level

Eduniversal is the French leader in academic programs academic assessment since 2002 :



- Since 2002 : Evaluation of **the best French Masters and MBA.**

- Since 2005 : Evaluation of **the best French Teachers** via the “Teacher’s Trophies”.



- Since 2009 : Evaluation of **the best French Bachelors.**
- Since 2009 : Evaluation of **the best French Business and Engineering Schools.**

I - Genesis: Success at the French level

Every year since 2005, Eduniversal has produced rankings of **500 Masters and MBA** in around 50 specialties and **350 Bachelors and Schools** in around 30 specialties.

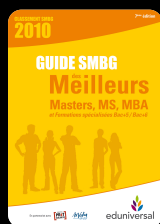
To do so, we talk to:

- More than 6 000 Academic Managers.
- 2 000 Human Resources Managers.
- Around 40 000 Students.

I - Genesis: Success at the French level

French Rankings:

- Used each year as a reference by the **French media** (press, general and specialized websites).
- Published in two **guides** distributed free to French students (150 000 and 50 000 copies).
- Dedicated websites: **meilleures-licences.com**, **meilleures-grandes-ecoles.com**, **meilleurs-masters.com**.
- **Annual fair** only open to the ranked schools and to the students hoping to get into these high quality schools.





II – Aims of the International level



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Since 2007, Eduniversal has been using its savoir-faire in assessment in 153 countries by implementing its “**Eduniversal Evaluation System**” on a worldwide scale:



- 2007: 1st Ranking of the World's 1,000 Best Business Schools.
- 2010 : 1st Ranking of the World's Best Masters and MBA s

II – Aims of the International level

The Eduniversal concept was born of an observation:

There was no global information tool to measure student mobility, apart from some well known rankings (fragmented information and concentration of this information around the same players).



II – Aims of the International level

Eduniversal's mission is therefore:

To give to **all students** across the world the opportunity to find the training that suits them and that will open the doors toward a future of their dreams by choosing the best school according to their background and their means, in the region of their choice, and anywhere in the world.

To lay the corner stone of a **world federation of education** and to create the first tool of guidance counseling online that offers universal mapping of the best educational opportunities.

II – Aims of the International level

To assist **Human Resources Managers** in quickly identifying the best local and/or international schools, around the globe, where they will be able to recruit the talent they need or send their staff for training.

To assist **higher education institutions** in improving their visibility among their targeted audiences, to improve their performances in their zone of direct influence and on an International level, and to evaluate the quality of international applications.

To help **teachers** to express themselves, enhance their world and develop their career mobility.



II – Aims of the International level

EDUNIVERSAL is above all:

A **tool** offering a universal insight on the world of education.

An **official selection of 1000 Business Schools** (that will be extended in the coming years to engineering schools, scientific universities and specialized schools).

Listed in **153 countries.**

Evaluated by the **International Scientific Committee.**





III - The Eduniversal Official Selection



III – The Eduniversal Official Selection

The guarantors of the methodology:

9 experts, all recognized in their field, and influential at home and abroad.

2 executive members of SMBG-EDUNIVERSAL.



III – The Eduniversal Official Selection

To establish the official selection of the 1000 Business Schools, the members of the Scientific Committee work:

Individually (each expert works on his own geographical zone).

As a group (each expert submits the results of his work to the other 8 members, who validate the list).

III – The Eduniversal Official Selection

Members of International Scientific Committee have worked on the following 3 steps:

Defining the **quotas for representation** by region and country.

Forming the list of **the eligible Business Schools.**

Evaluation of the **international reputation of each school** in the Eduniversal Official Selection.



III – The Eduniversal Official Selection

Step 1: Defining the quotas for representation by country

Criteria:

National education spending per capita / GDP / Population size/ Number of the students in higher education / The educational environment in the country.

Results:

153 countries covering 97% of the global population:
51 places for France, 25 – Spain, 61 – China, 50 – India,
17 – Mexico, 6 – Romania, 51 – Great Britain, 161 for the U.S.A. 1 place for Benin, 2 for Belarus...

III – The Eduniversal Official Selection

Step 2 : Drawing up the list of eligible business schools through audit and by creating a comprehensive assessment tool

More than **4000 websites** of business schools were studied by our teams.

All **available and verifiable sources of information** were exploited, which include the following:

The **accreditations** obtained by the business schools (AACSB, EQUIS, AMBA, State Qualification) .

The **main rankings** (Financial Times, University of Shanghai, Business Week, Asia Week, Wall Street Journal, America Economía, THES, Outlook India, Wirtschafts Woche, Nikkei Sangyo, SMBG).

Participation in international Academic Associations (ex. EFMD, AACSB, CLADEA, CEEMAN, EMBA, AAPBS, AABS, ERASMUS, CGE).

The **partners network** of Deans and Business Schools on international and local levels.

The notable **studies and websites** in the world of education and universities.

III – The Eduniversal Official Selection

Step 3: Schools evaluation according to the level of their international reputation notably based on the “Deans’ Vote”.

5 Palms - Universal Business School

4 Palms - Internationally strong

3 Palms - Nationally strong with Continental links

2 Palms - Regionally Strong

1 Palm - Locally strong





III – The Eduniversal Official Selection

EDUNIVERSAL is:

An Official Selection and NOT a Ranking.

A **meta-system** which performs the synthesis of all existing information and assessments.

A **reference** in the field of higher business education: 1000 Institutions in more than 150 countries that covers 97% of the global population.

Its political system laid the first stone in the creation of **the worldwide federation in education.**





IV - Eduniversal Masters Ranking

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- The only “ranking” **evaluating the programs** and not the schools.
- An approach **by specialty** and according to **business criteria**.
- A **double objective** :
 - To inform Human Resources Managers and Recruiters.
 - To inform students and executive managers.



IV – Eduniversal Masters Ranking

The aim of Eduniversal Masters Ranking is:

- **To identify the expertise and the specificities of the 1,000 schools of the Eduniversal Official Selection.**
- To establish a **serious benchmark of the Best programs in the world** covering 50 different specialties.
- To fulfill **students' needs**, both when they are looking for a specialization and when they want to study abroad.
- To fulfill **Human Resources Managers' needs** when looking for qualified young graduates from different specialties and from all over the world.

IV – Eduniversal Masters Ranking

Specialties chosen for the first publishing of the ranking :



Audit & Accounting	Management of Information Systems
Business Law	Marketing
Communication	Project Management
Corporate Finance & Strategy	Public Administration
Cultural Management	Purchasing
E-Business & Internet Marketing	Quality Management
Entrepreneurship	Real Estate
Environment & Sustainable Development Mngt	Sales Management
Financial Markets & Trading	Sports Management
Food Industry Management	Supply Chain & Logistics
Global Management	Tax Law
Human Resources Management	Tourism & Hospitality Management
International Management	Wine Business
Luxury Management	Executive MBA

IV – Eduniversal Masters Ranking

1/ The program's **REPUTATION**

2/ **SALARY LEVELS** on graduation

3/ **SATISFACTION LEVELS** as expressed
by students

... And the **BONUS POINTS**

IV – Eduniversal Masters Ranking

The reputation factor

Reputation / 5 points :

- **2.5 pts** are awarded by SMBG team based on the responses from HR Managers.

- **2.5 pts** are awarded according to the number of the Eduniversal Palms:

- Schools with 5 Palms : 2.5 pts
- Schools with 4 Palms : 2 pts
- Schools with 3 Palms : 1.5 pts
- Schools with 2 Palms : 1 pts
- Schools with 1 Palm : 0.5 pts

MARK / 5



IV – Eduniversal Masters Ranking

The salary factor

Salary / 5 points:

- These points are based on **information given by schools and the universities.**

MARK / 5

- Salaries can vary greatly from country to country, so we **index the salary** given by the school to the average annual salary in the country concerned .

- These points will be awarded on a scale taking into account both country and the kind of program: Master or Executive MBA.



IV – Eduniversal Masters Ranking

The student' satisfaction factor

- This criterion is an important part of the **added-value** of the SMBG Ranking.
- Students who have just finished their studies answer a questionnaire about the programs that they followed. A score is given when **at least 10%** of the students have answered the questionnaire.
- This survey on student satisfaction about their studies is done **by e-mail** thanks to a dedicated platform .
- The questionnaire comprises **11 questions**.
 - 1st and 2nd question : account for 25% of the score.
 - The 9 remaining questions : 50% of the score.

MARK / 5



IV – Eduniversal Masters Ranking

The 11 questions put to the students:

1/ Are you satisfied overall with your studies ?

2/ Would you choose the same course of studies today ?

3/ Are you satisfied with the content of the academic program ?

4/ Are you satisfied with the teaching staff ?

5/ Are you satisfied with the professionals who took part in your lectures ?

6/ Are you satisfied with the means at your disposal to get an internship or a job ?

IV – Eduniversal Masters Ranking

7/ Are you satisfied with the network that you have acquired thanks to your studies ?

8/ Are you satisfied with the schedule of your lectures, the number of hours, the organization, the amount of homework required?

9/ Are you satisfied with the help provided to study or to work abroad ?

10/ Are you satisfied with the study facilities (computers, Internet access, library) ?

11/ Are you satisfied with the way that your academic manager manages the program and promotes it ?



IV – Eduniversal Masters Ranking

Bonus points

A system of “bonus points” will be set up to elaborate this ranking.

BONUS POINTS

NATIONALITIES

+0.10 pts to the programs with more than 7 different nationalities registered in their programs.

+0.15 pts to the programs having more than 7 different nationalities from at least 3 different zones.

ABROAD OPPORTUNITY

+0.25 pts to the programs which enable at least 20% of their graduates to do an internship or to work abroad (i.e. out of their home countries).



IV – Eduniversal Masters Ranking

BONUS POINTS

CONTINUING EDUCATION & DISTANCE LEARNING

+ **0.10 points** for the programs including at least 5 employees in continuing education (from different companies).

+ **0.15 points** for the programs answering “Yes, totally” or “Yes, partly” to the question on Distance Learning.

STUDENT PARTICIPATION

+ **0.05 points** for the programs where at least 10% of the students answer the questionnaire, and for every additional 10% of students answering the questionnaire.

IV – Eduniversal Masters Ranking

Penalties

The “penalties” under the Satisfaction criterion

A **penalty** system comes into play in the following circumstances :

PENALTIES

- If no students' list is provided: a penalty of **2.5/5** is automatically given to the program.
- If the 10% quota of students is not reached: a penalty of **3,5/5** is automatically given to the program.





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V – 2010 Results

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Deans' Vote :

Strong growth has been noted since the first voting session :

2008: 12.5%

2009: 30%

2010: 43.5%

Today, almost one school out of two votes.

Participation of schools in the survey of Eduniversal Masters Ranking:

475 participating schools, i.e., 47.5% of the schools in the selection.

Participation of the students:

Around 23% of students surveyed have participated, an exceptional result first time round.



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Thank you for your attention...