

Estonian
Business
School



Business School Rankings

CEEMAN Deans & Directors Meeting

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Peeter Kross
Rector

Peeter.kross@ebs.ee

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Major Business School Rankings

- **Business Week**
 - Predominantly full-time MBA ranking
 - Heavily US-biased
- **Economist**
 - Full-time MBA
 - More even-handed
- **FT**
 - Segmented by programmes
 - Segmented geographically
 - Still heavy US-biased with regard to research

Do rankings reflect the challenges facing CEE Business Schools?

- The major international rankings do not recognise CEE business Schools at all
- Rankings do not give due regard to cultural and language diversity

The – QS World University Rankings The European TOP 200

- Czech Republic 1
- Hungary 1
- Poland 3
- Russia 4
- Slovenia 1

Response from CEE Business Schools

- **Rankings are largely irrelevant**
- **They are mainly used by successful Western schools as marketing tools**
- **Used for benchmarking within a limited club**
- **Students are not much aware of rankings**
- **CEE schools find other means of marketing themselves**

Marketing response from CEE Business Schools

- **CEEMAN accreditation**
- **Eduniversal Deans Survey**
 - Not a ranking – personal opinion of Deans
- **EFMD accreditations**
 - EPAS
 - EQUIS
- **National accreditations**