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Kellogg Ranks #1 in BusinessWeek EMBA Survey

- program's global leadership position confirmed

17 October 2001...Kellogg School of Management at Northwestern University , US, has been ranked number one in BusinessWeek's recent ranking of Executive MBA (EMBA) programs across the globe. The rankings were released in the weekly's 15 October 2001 edition, in both the print and on-line (www.businessweekasia.com/bschools/) versions. Kellogg offers its EMBA program in Asia in partnership with the Hong Kong University of Science & Technology's School of Business & Management (HKUST Business School).

The survey selected 82 schools with EMBA programs that met the three criteria for inclusion. First, the school had to be accredited either by AACSB International (US) or the European Quality Improvement System. Programs had to have a history of at least four years and to have 25 students or more in the most recent graduating class. In the case of a school with global offerings, only the main program of the school was ranked.

Results of the ranking were based on a two-part survey in which the opinions of graduates and program directors each accounted for 50 percent of a school's score. In addition to taking the top spot in the survey, Kellogg also ranked among the top in specific subject areas such as marketing, ethics, teamwork, eBusiness, and leadership. The program's popularity with students ranked number one and its reputation among directors of other EMBA programs ranked number two.

Dean Dipak Jain of Kellogg said it was always good to be recognized by an outside source for having an excellent program. He said Kellogg intends to continue to build its brand globally as one of top three schools that people from around the world consider when applying to a management education program. Kellogg currently runs international partnership EMBA programs with HKUST Business School in Asia, Koblenz School of Corporate Management in Europe and Leon Recanati Graduate School of Business Administration in the Middle East.

Acting Dean K. C. Chan of the HKUST Business School congratulated Kellogg on its number one ranking. He said the Kellogg-HKUST EMBA program has been receiving strong support from senior executives in the region since its inception in 1998 and this latest ranking further endorses the global leadership position of the program.

Erica Kantor, Director of Kellogg's EMBA program, said she was pleased with the development of the international EMBA program, a model that Kellogg pioneered. "The quality partners we have in running this program in different regions are key to its success," she said.

Steve DeKrey, Associate Dean of HKUST Business School and Director of the Kellogg-HKUST EMBA program, said, "many senior executives are attracted to our program and we are observing increasingly strong student profiles with each admission. This is a testament to the strong reputation that the partnership program has built in a very short period of time."