

MEMO TO BUSINESS SCHOOL DEANS:

Did you get a bad rating in one of those surveys of MBA programs? Relax – the next survey is likely to show very different results. Consider the bizarre variations below. Dartmouth’s Tuck School took top honors from *The Wall Street Journal*, but came in 16th in the *BusinessWeek* survey. The Stanford program, which *U.S. News & World Report* and

the *Financial Times* thought was top-drawer, placed a wretched 39th in the *WSJ* survey – behind SMU, Wake Forest and Thunderbird.

Why the differences? Measurement criteria varied. *Forbes* ranked schools according to returns on investment in tuition and foregone wages. The *WSJ* based its rankings on the opinions of corporate job recruiters, while *U.S. News* used a complicated index that included everything from deans’ ratings to starting salaries. Still, it’s hard to avoid the conclusion that there is less here than meets the eye. Oh, there’s one other thing: rankings do sell newspapers and periodicals (maybe even this one). Stay tuned for the top 10 restaurants in Baghdad and 50 new ways to leave your lover.



SCHOOL	U.S. NEWS 2003	FINANCIAL TIMES 2003	WALL STREET JOURNAL 2002	FORBES 2001	BUSINESSWEEK 2000
Harvard	1	2	9	1	3
Stanford	2	4	39	10	11
Penn	2	1	5	2	1
MIT	4	10	30	8	4
Northwestern	4	9	4	9	2
Columbia	6	3	10	3	7
Duke	7	15	25	11	5
Univ. of California (Berkeley)	7	15	16	15	18
Chicago	9	5	6	5	10
Dartmouth	10	11	1	4	16
Virginia	11	14	20	13	9
New York University	12	8	24	22	13
Michigan	13	25	2	19	6
UCLA	14	20	36	12	12
Yale	14	12	8	6	19
Cornell	16	19	19	7	8
Carnegie Mellon	17	23	3	14	14
Texas	17	32	7	NR	17
Ohio State	19	39	18	NR	NR
USC	20	31	35	NR	24
Emory	21	29	17	18	NR
North Carolina	21	23	12	16	15
Indiana	23	45	14	23	20
Georgetown	24	17	*	24	29
Purdue	24	47	11	NR	25

*not in top 50.