

BusinessWeek

HOW TO STAND OUT IN THE GLOBAL CROWD

By Jane Porter

B-schools outside of the U.S. are differentiating themselves by offering greater congeniality, more humanities, and accelerated programs

THE BEST B-SCHOOLS

On her first day of MBA classes at the Queen's School of Business in Kingston, Ont., Michele Romanow was surprised when her macroeconomics professor greeted her by name. After all, they hadn't met. Another professor would take her weekend calls on her BlackBerry. She even invited Romanow to present a startup business plan to four executive MBA classes for feedback. When she graduated in the spring, Romanow turned the plan into a business that processes and distributes caviar. "If you sought out any help, you would get triple dividends in return," she says. ¶ At Queens, the No. 1 school in *BusinessWeek's* ranking of international MBA programs for

the third consecutive time, that kind of personal touch is part of the culture, and one way Queens is trying to stand out in a crowded MBA marketplace. In the past, simply offering an international experience did the trick. But as U.S. schools have started to look beyond their North American borders by recruiting abroad and setting up satellite campuses, non-U.S. programs are finding that's no longer enough. The top 10 schools are now differentiating themselves—from U.S. programs and each other—by offering personal coaching, humanities courses, and condensed formats that allow students to complete their MBAs in half the time.

For many schools, the recent changes are paying off. The number of U.S. MBA applicants sending Graduate Manage-

ment Admissions Test scores to non-U.S. schools is up 35% in the last four years. "They had to get a little creative to get people's attention," says MBA admissions consultant Stacy Blackman of non-U.S. programs. "Those schools are much more on the radar than they were eight years ago."

Because many international programs are small, they can deliver a personalized experience unheard of at most U.S. MBA programs. At Queens, each student has access to five coaches—from a personal development coach who checks in with students regularly to a personal fitness trainer.

The Best International B-Schools of 2008

2008/ 2006 RANK	SCHOOL	RANKING MEASURES		
		CORP. POLL	GRAD. POLL	INTELLECT. CAP-TAL
1	Queen's Canada	5	1	7
2	IE Business School Spain	1	6	13
3	INSEAD France	4	4	2
4	Western Ontario (Ivey) Canada	7	2	5
5	London Business School Britain	3	7	1

Data: *BusinessWeek*, Cambria Consulting



"Being part of a team for the whole program was tremendously beneficial as it provided a unique opportunity to benefit from the knowledge and experience of my peers."

Stephen Davy, Queen's MBA
Vice President, Investment Banking, Credit Suisse,
Toronto, Ontario

It's about you.

You...as an exceptional leader.

Queen's full-time MBA is much more than an outstanding business education. Working with a Personal Development Coach, you will learn to identify and capitalize on your strengths, in order to become the kind of leader you want to be.

You...as a valuable team member.

At Queen's, our unique team-based approach to learning will enable you to develop and hone the team and leadership skills that are so critical in today's business environment.

You...as an effective manager.

Queen's integrated and leading-edge curriculum provides a solid foundation in management fundamentals and functions.

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