

The 20 BEST EXECUTIVE EDUCATION Programs

OPEN ENROLLMENT

RANK	PROVIDER/ LOCATION	2003 RANK	2004-05 TOTAL REVENUE* (MILLIONS)	OPEN PROGRAMS OFFERED	FIVE-YEAR REVENUE CHANGE	HOW THEY SCORED ON:			
						GLOBAL BUSINESS	INNOVATION	LEADERSHIP	STRATEGY PROGRAMS
1	Harvard Boston	1	76	66	NA	A	A	A	A
2	INSEAD France/Singapore	5	\$85.1	136	104.6%	A	A	A	A
3	IMD Lausanne, Switzerland	8	62	137	28.3	A	A	A	A
4	Stanford Stanford, Calif.	6	21.2	40	43.2	B	C	A	A
5	London Business School London	10	43.9	27	55.1	A	B	A	A
6	Michigan Ann Arbor, Mich.	3	17.2	77	-35.1	B	A	A	B
7	Columbia New York	7	16	62	4.6	B	C	B	A
8	Pennsylvania (Wharton) Philadelphia	2	NA	53	NA	B	B	B	A
9	Northwestern (Kellogg) Evanston, Ill.	9	NA	83	NA	D	B	C	B
10	Queen's University Kingston, Ont.	NR	NA	11	34	A	A	A	A
11	IESE Barcelona	18	40.1	142	NA	A	A	A	A
12	Virginia (Darden) Charlottesville, Va.	11	17.2	68	-13.1	B	B	A	B
13	Duke (Fuqua) Durham, N.C.	17	NA	10	NA	B	C	C	C
14	Western Ontario (Ivey) London, Ont.	NR	NA	7	NA	D	C	A	C
15	MIT (Sloan) Cambridge, Mass.	16	17	39	70	C	A	C	C
16	Thunderbird Glendale, Ariz.	13	15.5	179	32.5	A	C	B	C
17	York (Schulich) Toronto	NR	14.3	243	NA	C	B	C	A
18	Chicago Chicago	12	12	32	71.4	C	D	D	B
19	UNC (Kenan-Flagler) Chapel Hill, N.C.	20	10.4	43	38.7	C	C	B	B
20	Toronto (Rotman) Toronto	NR	7.7	40	79.1	B	B	B	B

Rankings were determined by the results of an online survey *BusinessWeek* sent to 539 companies; 163 responded (30%). Companies indicated familiarity with both university and private-sector providers and ranked them in order of best programs overall for both custom and open enrollment programs. A No.1 ranking was assigned 10 points, No.2 nine points, etc. To compute the ranking, the total score for a school/provider was multiplied by the number of companies ranking it and divided by the number of companies that indicated familiarity. Letter grades are based on the average of all responses in each of the categories, which represent only a portion of the total survey. The top 20% earning an A. The next 25% received Bs, the next 35% were awarded Cs, and the bottom 20% got Ds. Schools with too few responses received an NA. Schools/providers ranked too infrequently were disqualified. The survey was administered and rankings were tabulated by Cambria Consulting Inc.

CUSTOMIZED CURRICULUM

RANK	PROVIDER/ LOCATION	2003 RANK	% REVENUE FROM CUSTOM PROGRAMS	REVENUE MILLIONS 2004-05	NO. CLIENTS SERVED
1	Duke Corporate Education** Durham, N.C.	1	100%	\$42	54
2	IMD Lausanne, Switzerland	3	51	31.8	82
3	INSEAD France/Singapore	5	52	44.1	90
4	Virginia (Darden) Charlottesville, Va.	6	57	11.4	28
5	Michigan Ann Arbor, Mich.	9	28	4.8	14
6	London Business School London	14	52	22.9	52
7	Harvard Boston	2	NA	NA	20
8	Penn State (Smeal) University Park, Pa.	NR	70	3	19
9	Stanford Stanford, Calif.	13	NA	NA	10
10	Northwestern (Kellogg) Evanston, Ill.	8	41	NA	24
11	Pennsylvania (Wharton) Philadelphia	4	NA	NA	NA
12	IESE Barcelona	NR	30	9.7	76
13	Toronto (Rotman) Toronto	18	55	4.3	18
14	York (Schulich) Toronto	NR	40	5.7	71
15	Thunderbird Glendale, Ariz.	12	69	12.3	131
16	ESADE Barcelona	NR	45	NA	64
17	UNC (Kenan-Flagler) Chapel Hill, N.C.	NR	79	8.8	35
18	Babson College Babson Park, Mass.	10	80	11.2	60
19	Instituto de Empresa Madrid	NR	NA	NA	73
20	Columbia New York	11	34	5.5	17

*Includes all custom and open enrollment revenues

**Duke University's custom education programs are run through Duke Corporate Education, a for-profit company

Data: Cambria Consulting Inc., *BusinessWeek*; Research by Geoff Gloeckler.

Louis Lavelle, Lindsey Gerdes, Whitney Sparks, Jessica Thacher, and Jeffrey Gangemi