

Recruiters' Scorecard

Highlights from The Wall Street Journal/Harris Interactive survey of corporate recruiters on business schools

THE TOP 50 BUSINESS SCHOOLS

The top-ranked M.B.A. programs in The Wall Street Journal/Harris Interactive survey of corporate recruiters. Scores are based on how recruiters rated each business school on 26 attributes, as well as the number of respondents who said they recruited at the school. A total of 2,191 recruiters participated in the survey, with each school receiving at least 20 ratings. The maximum possible score is 100.

| RANK 2003 | 2002 | COLLEGE (BUSINESS SCHOOL) | SCORE 2003 | 2002 | RANK 2003 | 2002 | COLLEGE (BUSINESS SCHOOL) | SCORE 2003 | 2002 |
|-----------|------|---|------------|-------|-----------|------|---|------------|-------|
| 1 | 5 | University of Pennsylvania (Wharton) | 71.25 | 69.92 | 26 | 38 | Brigham Young University (Marriott) | 62.42 | 60.83 |
| 2 | 1 | Dartmouth College (Tuck) | 71.00 | 75.15 | 27 | 23 | Wake Forest University (Babcock) | 62.41 | 62.82 |
| 3 | 2 | University of Michigan | 70.80 | 71.64 | 28 | 32 | Washington University (Olin) | 62.22* | 62.11 |
| 4 | 4 | Northwestern University (Kellogg) | 70.47 | 71.13 | 29 | 20 | University of Virginia (Darden) | 62.22 | 63.29 |
| 5 | 6 | University of Chicago | 69.25 | 68.81 | 30 | 39 | Stanford University | 62.11 | 60.35 |
| 6 | 3 | Carnegie Mellon University | 69.16 | 71.34 | 31 | 31 | University of Notre Dame (Mendoza) | 61.90 | 62.21 |
| 7 | 10 | Columbia University | 68.64 | 67.95 | 32 | 29 | Southern Methodist University (Cox) | 61.53 | 62.22 |
| 8 | 9 | Harvard University | 67.54 | 67.99 | 33 | N.A. | University of Pittsburgh (Katz) | 61.47 | N.A. |
| 9 | 8 | Yale University | 66.99 | 68.49 | 34 | 34 | Thunderbird, the American Graduate School of International Management | 61.43 | 61.47 |
| 10 | 12 | University of North Carolina at Chapel Hill (Kenan-Flagler) | 66.81 | 66.83 | 35 | N.A. | University of Florida (Warrington) | 60.96 | N.A. |
| 11 | 11 | Purdue University (Krannert) | 65.64 | 67.48 | 36 | 43 | Instituto de Empresa (IE) | 60.60 | 59.90 |
| 12 | 14 | Indiana University (Kelley) | 65.61 | 65.82 | 37 | 24 | New York University (Stern) | 60.59 | 62.79 |
| 13 | 7 | University of Texas at Austin (McCombs) | 65.35 | 68.51 | 38 | 36 | University of California at Los Angeles (Anderson) | 60.46 | 60.91 |
| 14 | 15 | University of California at Berkeley (Haas) | 65.27 | 65.04 | 39 | 45 | University of London (London Business School) | 60.39 | 59.69 |
| 15 | 26 | Vanderbilt University (Owen) | 65.25 | 62.67 | 40 | 35 | University of Southern California (Marshall) | 60.25 | 61.22 |
| 16 | 27 | Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) | 65.20 | 62.56 | 41 | 44 | College of William and Mary | 60.22 | 59.87 |
| 17 | 25 | Duke University (Fuqua) | 64.56 | 62.79 | 42 | N.A. | American University (Kogod) | 59.95 | N.A. |
| 18 | 22 | University of Rochester (Simon) | 63.86 | 62.89 | 43 | 41 | University at Buffalo, State University of New York | 59.85 | 60.15 |
| 19 | 16 | University of Maryland (Smith) | 63.69 | 64.91 | 44 | N.A. | University of Denver (Daniels) | 59.42 | N.A. |
| 20 | 19 | Cornell University (Johnson) | 63.43 | 63.53 | 45 | N.A. | Boston University | 59.36 | N.A. |
| 21 | 13 | Michigan State University (Broad) | 63.17 | 65.90 | 46 | 33 | Escuela Superior de Administracion y Direccion de Empresas (ESADE) | 59.32 | 61.81 |
| 22 | 30 | Massachusetts Institute of Technology (Sloan) | 63.07 | 62.22 | 47 | N.A. | Texas A & M University (Mays) | 58.78 | N.A. |
| 23 | 17 | Emory University (Goizueta) | 62.82 | 64.43 | 48 | N.A. | HEC School of Management, Paris | 58.74 | N.A. |
| 24 | 28 | Instituto Panamericano de Alta Direccion de Empresa (IPADE) | 62.51 | 62.33 | 49 | N.A. | University of Minnesota (Carlson) | 58.68 | N.A. |
| 25 | 18 | Ohio State University (Fisher) | 62.44 | 63.91 | 50 | 40 | University of Illinois at Urbana-Champaign | 58.65 | 60.24 |

*Washington University ranks ahead of the University of Virginia based on scores carried to further decimal places.

TOP 10 INTERNATIONAL SCHOOLS

The Wall Street Journal and Harris Interactive this year created an international school ranking separate from the overall top-50 ranking. This list includes the six international schools in the top 50, plus four others that didn't have high enough scores to make the overall ranking. Two Mexican schools lead the list, followed by six European M.B.A. programs and two Canadian schools.

| INTERNATIONAL RANK | OVERALL RANK | COLLEGE (BUSINESS SCHOOL) |
|--------------------|--------------|--|
| 1 | 16 | Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) |
| 2 | 24 | Instituto Panamericano de Alta Direccion de Empresa (IPADE) |
| 3 | 36 | Instituto de Empresa (IE) |
| 4 | 39 | University of London (London Business School) |
| 5 | 46 | Escuela Superior de Administracion y Direccion de Empresas (ESADE) |
| 6 | 48 | HEC School of Management, Paris |
| 7 | N.A. | University of Western Ontario (Ivey) |
| 8 | N.A. | IESE, the International Graduate School of Management of the University of Navarra |
| 9 | N.A. | INSEAD |
| 10 | N.A. | University of Toronto (Rotman) |

INDUSTRY RANKINGS

Recruiters in the following industries gave these business schools the highest ratings in The Wall Street Journal/Harris Interactive survey

| FINANCIAL SERVICES | |
|-----------------------|--|
| 1 | Columbia University |
| 2 | University of Pennsylvania (Wharton) |
| 3 | Dartmouth College (Tuck) |
| MANAGEMENT CONSULTING | |
| 1 | Dartmouth College (Tuck) |
| 2 | Harvard University |
| 3 | University of Pennsylvania (Wharton) |
| TECHNOLOGY | |
| 1 | Carnegie Mellon University |
| 2 | University of California at Berkeley (Haas) |
| 3 | Stanford University |
| CONSUMER PRODUCTS | |
| 1 | University of Michigan |
| 2 | Indiana University (Kelley) |
| 3 | University of North Carolina (Kenan-Flagler) |

TOP 10 LARGE SCHOOLS

The highest-rated schools with a full-time M.B.A. enrollment of 500 or more

| RANK | COLLEGE (BUSINESS SCHOOL) | FULL-TIME ENROLLMENT |
|------|---|----------------------|
| 1 | University of Pennsylvania (Wharton) | 1,604 |
| 2 | University of Michigan | 869 |
| 3 | Northwestern University (Kellogg) | 1,058 |
| 4 | University of Chicago | 990 |
| 5 | Columbia University | 1,188 |
| 6 | Harvard University | 1,808 |
| 7 | University of North Carolina at Chapel Hill (Kenan-Flagler) | 560 |
| 8 | Indiana University (Kelley) | 547 |
| 9 | University of Texas at Austin (McCombs) | 804 |
| 10 | Duke University (Fuqua) | 697 |

TOP 10 SMALL SCHOOLS

The highest-rated schools with a full-time M.B.A. enrollment of less than 500

| RANK | COLLEGE (BUSINESS SCHOOL) | FULL-TIME ENROLLMENT |
|------|---|----------------------|
| 1 | Dartmouth College (Tuck) | 463 |
| 2 | Carnegie Mellon University | 469 |
| 3 | Yale University | 481 |
| 4 | Purdue University (Krannert) | 295 |
| 5 | University of California at Berkeley (Haas) | 496 |
| 6 | Vanderbilt University (Owen) | 445 |
| 7 | Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) | 82 |
| 8 | University of Rochester (Simon) | 412 |
| 9 | University of Maryland (Smith) | 419 |
| 10 | Michigan State University (Broad) | 214 |

TOP 10 PUBLIC SCHOOLS

| RANK | COLLEGE (BUSINESS SCHOOL) |
|------|---|
| 1 | University of Michigan |
| 2 | University of North Carolina at Chapel Hill (Kenan-Flagler) |
| 3 | Purdue University (Krannert) |
| 4 | Indiana University (Kelley) |
| 5 | University of Texas at Austin (McCombs) |
| 6 | University of California at Berkeley (Haas) |
| 7 | University of Maryland (Smith) |
| 8 | Michigan State University (Broad) |
| 9 | Ohio State University (Fisher) |
| 10 | University of Virginia (Darden) |

TOP 10 PRIVATE SCHOOLS

| RANK | COLLEGE (BUSINESS SCHOOL) |
|------|---|
| 1 | University of Pennsylvania (Wharton) |
| 2 | Dartmouth College (Tuck) |
| 3 | Northwestern University (Kellogg) |
| 4 | University of Chicago |
| 5 | Carnegie Mellon University |
| 6 | Columbia University |
| 7 | Harvard University |
| 8 | Yale University |
| 9 | Vanderbilt University (Owen) |
| 10 | Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) |

RECOGNITION FOR ACADEMIC EXCELLENCE

Recruiters named these schools most often when asked which M.B.A. programs excel in the following academic disciplines (based on total nominations in The Wall Street Journal/Harris Interactive survey in both 2002 and 2003)

| RANK | SCHOOL | NO. OF NOMINATIONS |
|------------------------|--|--------------------|
| ACCOUNTING | | |
| 1 | University of Chicago | 100 |
| 2 | University of Pennsylvania (Wharton) | 81 |
| 3 | University of Texas at Austin (McCombs) | 79 |
| 4 | Columbia University | 51 |
| ENTREPRENEURSHIP | | |
| 1 | Stanford University | 152 |
| 2 | Babson College (F.W. Olin) | 121 |
| 3 | Harvard University | 85 |
| 4 | University of California at Los Angeles (Anderson) | 56 |
| FINANCE | | |
| 1 | University Of Pennsylvania (Wharton) | 350 |
| 2 | University Of Chicago | 249 |
| 3 | Columbia University | 182 |
| 4 | Yale University | 95 |
| GENERAL MANAGEMENT | | |
| 1 | Harvard University | 326 |
| 2 | Dartmouth College (Tuck) | 131 |
| 3 | Northwestern University (Kellogg) | 96 |
| 4 | University of Michigan | 87 |
| INFORMATION TECHNOLOGY | | |
| 1 | Massachusetts Institute of Technology (Sloan) | 273 |
| 2 | Carnegie Mellon University | 183 |
| 3 | University of Texas at Austin (McCombs) | 50 |
| 4 | University of California at Irvine | 45 |
| INTERNATIONAL BUSINESS | | |
| 1 | Thunderbird | 262 |
| 2 | INSEAD | 88 |
| 3 | Columbia University | 85 |
| 4 | Harvard University | 68 |
| MARKETING | | |
| 1 | Northwestern University (Kellogg) | 526 |
| 2 | University of Michigan | 48 |
| 3 | Indiana University (Kelley) | 47 |
| 4 | Duke University (Fuqua) | 43 |
| OPERATIONS MANAGEMENT | | |
| 1 | Carnegie Mellon University | 160 |
| 2 | Massachusetts Institute of Technology (Sloan) | 103 |
| 3 | Purdue University (Krannert) | 90 |
| 4 | Michigan State University (Broad) | 53 |
| QUANTITATIVE ANALYSIS | | |
| 1 | University of Chicago | 212 |
| 2 | Carnegie Mellon University | 162 |
| 3 | Massachusetts Institute of Technology (Sloan) | 161 |
| 4 | University of Pennsylvania (Wharton) | 62 |
| STRATEGY | | |
| 1 | Harvard University | 299 |
| 2 | Yale University | 92 |
| 3 | Dartmouth College (Tuck) | 77 |
| 4 | Stanford University | 73 |