

# HOW THE SCHOOLS WERE EVALUATED

**T**HE WALL STREET JOURNAL/Harris Interactive Business School Year 7 Survey is based on the opinions and behaviors of 4,430 M.B.A. recruiters who hire full-time business-school graduates. All interviews were conducted online from Dec. 19, 2006, to March 23, 2007. The 4,430 recruiters, who were asked to rate schools with which they had recent experience, provided a total of 6,151 school ratings. To qualify for a ranking, a school needed a minimum of 20 recruiter ratings.

## The Schools

The universe of U.S. schools was based on information from AACSB International, the major accrediting organization for business schools. The universe of non-U.S. schools was created through discussions with experts in the field of M.B.A. recruiting.

Only schools with traditional full-time programs that graduated at least 50 students from those programs in 2006 were eligible for the survey. The final sample included 184 U.S. schools and 81 non-U.S. schools, which were invited to submit lists and contact information of individuals who recruit their students. Schools that didn't send recruiter information but still met our eligibility criteria were ranked by recruiters submitted by other schools. These include Harvard Business School, the University of Pennsylvania and the University of Toronto.

## The Recruiters

The Wall Street Journal and Harris Interactive contacted recruiters by email and/or regular mail. Recruiters were asked to identify all schools with which they had recruiting experiences since September 2005. Recruiters identifying more than three schools were randomly assigned three of those schools to rate, so that a single recruiter could rate a maximum of three schools. Recruiters identifying three or fewer schools were asked, but not required, to rate all schools identified.

This year, more recruiters than in years past rated all three schools they were eligible to rate: 30% of recruiters rated one school, 16% rated two schools and 53% rated three. As in previous years, business schools didn't

have control over which schools recruiters chose to rate.

To ensure that only qualified recruiters participated, we conducted a detailed audit of the results. Recruiters who provided unusual ratings were removed from the overall sample. Ratings from those who didn't qualify as a recruiter were also removed from the results. Among the 4,430 recruiters, 81% were company employees or managers who engaged in M.B.A. recruiting, 16% were human-resources professionals, and 1% were executive-search-firm recruiters or independent consultants.

## The Three Rankings

Of the 265 eligible schools, 86 received the necessary minimum of 20 recruiter ratings. We are publishing three separate rankings:

- National Ranking: 19 U.S. schools.
- Regional Ranking: 51 U.S. schools.
- International Ranking: 25 schools (9 U.S. schools, 11 European schools, three Canadian schools and two Latin American schools).

The National and Regional rankings group schools according to the recruiters they share, which is based on where recruiters say they tend to recruit. To create these two groups, we conducted a multivariate analysis known as hierarchical clustering based on the schools that recruiters said they had had contact with since September 2005.

The International ranking comprises schools grouped according to the number of recruiters that placed graduates in positions outside of the U.S. or equally inside and outside the U.S.

## The Ranking Components and Calculating the Year 7 Rank

The ranking components for all schools measured in the Year 7 survey include three elements:

**Perception:** The perceptions of the school and its students on 21 attributes. (For more on the attributes, please go to [WSJ.com/bschools](http://WSJ.com/bschools)).

**Supportive Behavior:** Future plans to recruit at the school and hire its graduates based on two attributes.

### Mass Appeal:

• For National and Regional schools, the number of recruiters indicating that they recruit from the school.

• For International schools, the number of recruiters that place graduates in jobs outside the U.S. or equally inside and outside the U.S.

Each of these three components accounts for one-third of a school's overall rank; its final Year 7 rank is based on an average of its Year 7 and Year 6 rank. For new schools—American University, Tulane University, the University of Missouri-Columbia, Essec Business School and the University of Oxford—the final rank is based on Year 7 results only.

## Interpreting the Results

When interpreting the results of the entire sample to The Wall Street Journal/Harris Interactive Recruiter Year 7 Survey, differences of plus or minus three percentage points can be considered statistically different at the 95% confidence level. Ratings for each school, however, are based on smaller sample sizes. Though we believe the final sample of recruiters rating each school can be considered representative of recruiters for that school, the results based on these smaller samples may prevent conclusions that include statements about statistically significant differences. ■■■

**Online Today:** For a more detailed explanation of the survey's methodology, go to [CareerJournal.com/methodology](http://CareerJournal.com/methodology).

**For More Information:** Some of the articles in this report are based in part on data collected by Harris Interactive as part of a survey jointly developed by The Wall Street Journal and Harris Interactive. The Recruiter Insights Reports are available for individual schools to purchase through Harris Interactive. For further information about the methodology of The Wall Street Journal/Harris Interactive Business School Survey, please visit [www.harrisinteractive.com/bschools](http://www.harrisinteractive.com/bschools) or contact:

Brenda V. Roberts  
Harris Interactive  
877-919-4765  
[wsj\\_bschools@hpol.harrisinteractive.com](mailto:wsj_bschools@hpol.harrisinteractive.com)

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