



Press Release  
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## Eduniversal Worldwide Business School Ranking 2011 Belgian Business Schools – Ranking 2011

| School  | Vote 2011             | Vote 2010             | Vote 2009             |
|---|-----------------------|-----------------------|-----------------------|
| <b>Belgium</b>  |                       |                       |                       |
| <b>5 Palmes - Universal Business School</b>                                       |                       |                       |                       |
| Université Catholique de Louvain (UCL) Louvain School of Management               | 1 <sup>st</sup> 352 % | 1 <sup>st</sup> 428 % | 1 <sup>st</sup> 473 % |
| Vlerick Leuven Gent Management School   | 2 <sup>nd</sup> 281 % | 2 <sup>nd</sup> 310 % | 2 <sup>nd</sup> 271 % |
| Université Libre de Bruxelles - Solvay Brussels School of Economic and Management | 3 <sup>rd</sup> 250 % | 3 <sup>rd</sup> 264 % | 3 <sup>rd</sup> 267 % |
| <b>4 Palmes - Top Business School</b>   |                       |                       |                       |
| Katholieke Universiteit Leuven - Faculty of Business and Economics                | 1 <sup>st</sup> 217 % | 1 <sup>st</sup> 238 % | 1 <sup>st</sup> 240 % |
| Antwerp Management School   | 2 <sup>nd</sup> 157 % | 1 <sup>st</sup> 160 % | 1 <sup>st</sup> 155 % |
| <b>3 Palmes - Excellent Business School</b>                                       |                       |                       |                       |
| Universiteit Antwerpen - Faculty of Applied Economics                             | 1 <sup>st</sup> 140 % | 2 <sup>nd</sup> 127 % | 2 <sup>nd</sup> 101 % |

Source: <http://eduniversal-ranking.com>

### The barometer of the worldwide recognized Business Schools: Deans Vote results 2011

From December 2010 to March 2011, each Dean or Director of the 1,000 best academic institutions was asked to participate in *The 2011 Deans Vote survey*, concerning the Business Schools of the Eduniversal Official Selection in 153 countries.

Country by country, Deans were asked a simple question: *“Which business school(s) would you recommend to anyone wishing to study in this country?”* They were expected to answer knowingly, thus voting for every country was not mandatory.

The results of the Deans Survey 2011 were officially announced at the 4<sup>th</sup> Eduniversal World Convention that was held in Shanghai, China, 13-15 October 2011. Every Dean’s vote was converted into a recommendation rate that students and other actors in the academic field can use to evaluate and compare the academic institutions. The obtained recommendation rate by each school has a direct impact on the regional rankings of the 1,000 Business Schools. More than 75% of the countries involved in the Official Selection of the 1,000 Best Business Schools took part in the 2011 Deans Voting session that makes today a truly universal political success!

## Eduniversal Palmes: the distinction to global rankings of the Business Schools

The Eduniversal Palmes were elaborated according to a **complete and innovating methodology** that takes into account all the aspects and influence of the Business Schools on 3 different levels:

- **International recognition through accreditations, memberships and international, regional and local rankings**
- **International awareness through the votes of the 1,000 Deans**
- **The suggestions from the members of the International Scientific Committee**

The unprecedented Palmes give a clear and comprehensive vision of the international and local influence of the selected Business Schools. In other words, the purpose of these Palmes is to objectively compare a school of a given country or continent to another one.

Following this unparalleled vote, the members of the **International Scientific Committee** composed of 9 independent experts, each recognized both in their academic zone of influence and internationally, built up the different categories of the Business Schools in accordance with precise market segments as following:

|                                    |   |                           |
|------------------------------------|---|---------------------------|
| 100 schools in the 5 Palmes league |    | Universal Business School |
| 200 schools in the 4 Palmes league |    | Top Business School       |
| 500 schools in the 3 Palmes league |   | Excellent Business School |
| 200 schools in the 2 Palmes league |  | Good Business School      |
| 100 schools in the 1 Palme league  |  | Local Reference           |

Figure 2: Subdivision of the Palmes



**[www.best-masters.com](http://www.best-masters.com): A unique tool to identify the expertise of Business School for a new student mobility**

Since May 2010, Eduniversal has been working on developing a new Ranking: The Best Masters & MBA Worldwide in 153 countries with the aim to highlight the expertise of the Best 1000 Business Schools worldwide and to open new and global perspectives for the mobility of students.

Eduniversal have investigated a total of 12,000 Master Programs in 1000 Academic Institutions from 153 countries and have concluded with a **Ranking of a total of 4,000 Best Programs in 29 majors in all 9 geographical regions.**

**Three principle criteria are at the source of the Ranking – Best Masters & MBA Worldwide:**

- the notoriety of the program,
- the salary of the graduates,
- the satisfaction of the students.

The last point is the most important and original aspect of the ranking, as nearly 100,000 of the graduates answered the survey and evaluated the program of their study.

**The list of the unique Eduniversal selection of the Best Master programs in 29 majors worldwide was disclosed at the 4th Eduniversal World Convention on October 14th, 2011 in Shanghai during the special ceremony "Spotlight on the Best Master Programs Worldwide."**

Each ranked Master program will have a dedicated online space where Students, Companies and Universities will have possibility to find out the detailed information about the program.

## The Best 4000 Masters, MSc, MA, MBA's Worldwide divided into 29 Specializations

14 popular majors are  
ranked in Eduniversal's  
9 academic regions:

- Auditing
- Business and Commercial Law
- Communication
- Corporate Finance
- General Management
- Human Resources
- International Management
- Information System Management
- Marketing
- Project and Engineering Management
- Public Management
- Executive MBA
- MBA Full Time
- Economics

15 specialized majors  
are part of Eduniversal's  
Global Ranking:

- Cultural and Arts Management
- e-Business
- Entrepreneurship
- Sustainable Development &  
Environmental Management
- Market Finance
- Luxury, Food and Wine Management
- Real Estate Management
- Sales Management
- Sport Management
- Supply Chain and Logistics
- Tourism and Hospitality Management
- Taxation
- Business Intelligence & Security  
Management
- Health Management
- Insurance

The results of the Global and Regional Ranking will be published on December 24, 2011 at [www.best-masters.com](http://www.best-masters.com) and will contain a global map of the Best Master programs in 29 majors from **1,000 Business Schools** grouped by **9 academic zones** (Africa, North America, Latin America, Central Asia, Eurasia and the Middle East, Eastern Europe, Western Europe, Far East Asia and Oceania) and covered by a total of **153 countries**.

By launching the Ranking of the Best Master Programs in 29 majors, Eduniversal will give more comprehensive opportunities and the possibility to all students across the world to find the education that suits them the most and that will open the doors toward a future of their dreams by choosing not only the best school but also the best master program in the region of their choice and anywhere in the world.

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### About SMBG-EDUNIVERSAL:

Created in 1994, SMBG-Eduniversal is a leading consulting company in France, whose purpose is to advise students, business schools, as well as corporations regarding orientation, coaching, education engineering and recruitment. SMBG-Eduniversal has also developed a strong Media & Edition Department and offers to students and corporations quality and reliable tools such as websites ([www.smbg.fr](http://www.smbg.fr), [www.meilleurs-masters.com](http://www.meilleurs-masters.com), [www.meilleurs-bachelors.com](http://www.meilleurs-bachelors.com), [www.meilleures-grandes-ecoles.com](http://www.meilleures-grandes-ecoles.com)...) and its 13 free annual guidebooks of information.

SMBG has been quoted on the Stock Exchange since March 2007 on the market of EURONEXT PARIS.

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