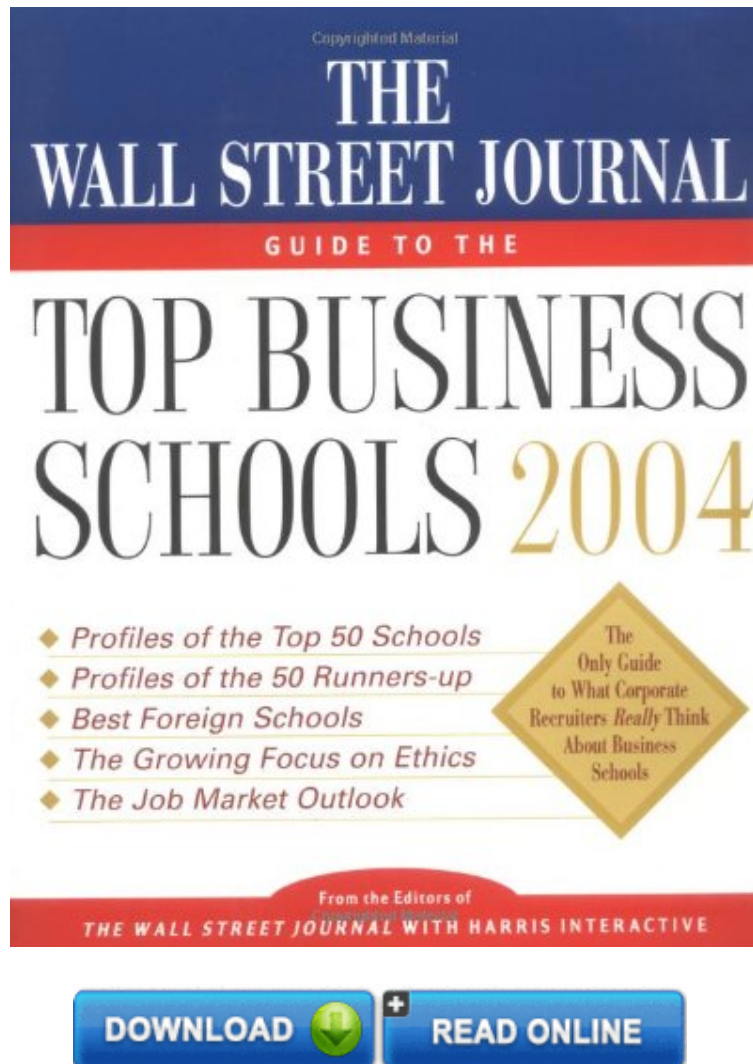


## The Wall Street Journal Guide to the Top Business Schools 2004

*Ronald J. Alsop, The Staff of the Wall Street Journal*  
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**Ronald J. Alsop, The Staff of the Wall Street Journal : The Wall Street Journal Guide to the Top Business Schools 2004** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Wall Street Journal Guide to the Top Business Schools 2004:

0 of 0 people found the following review helpful. just google "MBA rankings" By msmI was disappointed with this book. It presents only facts and figures that are already consolidated and offered for free by websites like US News World Report. Googling "MBA rankings" gets you the same information but free of charge 9 of 11 people found the following review helpful. Indispensable If You Are Considering An MBA By Robert I. Hedges The editors of the WSJ have done an excellent job of summarizing in a useable format the strengths and weaknesses, as well as technical information on the top 50 business schools in the country (and the 50 runners up.) The beauty of this book over all others is the methodology of asking top corporate recruiters their opinions of the different programs (some of which are eye opening and controversial). This more readily gives someone seeking an MBA the relative value of a specific MBA in the marketplace, not as ranked by some elitist academic survey. Of course, all these programs are excellent,

and I think anyone would find some issue to quibble with in the rankings or synopses, but all told this is an enormously useful and complete source of information. No MBA candidate should be without it.

**THE MOST UP-TO-DATE EDITION OF THE GROUNDBREAKING BUSINESS-SCHOOL GUIDE FROM THE WORLD'S MOST RESPECTED BUSINESS PUBLICATION** For years, prospective M.B.A. students seeking guidance on which business schools to consider have had to rely on rankings compiled with vague methodologies, subject to the biased opinions of students and school administrators. Now come The Wall Street Journal and Harris Interactive, the worldwide market-research firm, with their third annual survey that has become the single most important reference tool for students, school administrators, and corporate recruiters. Using a carefully constructed methodology and Harris Interactive's online polling expertise, The Wall Street Journal Guide to the Top Business Schools 2004 shows students what corporate recruiters -- the "buyers" of budding management talent -- really think of the schools and their students. Each profile of the 50 top M.B.A. programs, as well as of the 50 runners-up, includes information on admissions, enrollment, test scores, the industries and companies most likely to hire the school's graduates, and graduates' expected first-year salaries. The Wall Street Journal Guide to the Top Business Schools 2004 also covers: **THE DEBATE OVER THE VALUE OF AN M.B.A. DEGREE THE SMARTEST APPLICATION STRATEGIES SURVIVAL TACTICS FOR A BLEAK JOB MARKET THE SALARY AND BONUS OUTLOOK TOP SCHOOLS FOR MINORITIES TOP SCHOOLS FOR WOMEN ETHICS EDUCATION IN A POST-ENRON WORLD** and includes lists of: **TOP PUBLIC AND PRIVATE SCHOOLS TOP LARGE AND SMALL SCHOOLS TOP SCHOOLS BY REGION TOP SCHOOLS BY INDUSTRY TOP SCHOOLS BY ACADEMIC DISCIPLINE "HIDDEN GEMS"**

"This is the only survey that focuses entirely on what matters the most...the quality of the graduates in the workplace." "Every faculty member we are working to attract to the Smith School this year has mentioned our Wall Street Journal ranking....On the M.B.A. recruiting front, we've had calls from potential employers who reference our ranking as one of the reasons for contacting us." Excerpt. Reprinted by permission. All rights reserved.

**Introduction**  
Who wants an M.B.A. degree in this wretched job market? Quite a few folks, actually. About 100,000 newly minted M.B.A.s are still flooding the workplace every year. Granted, many of them are struggling to find jobs, but most still see long-term value in the traditional passport to the executive suite. They still value the skills they mastered and the high-powered network of alumni they plugged in to. Questioning the degree's value is certainly understandable, though. After reaching record levels in 2002, the number of people taking the Graduate Management Admission Test (GMAT) has started trailing off. Even some business school academics have raised doubts about the degree's worth. During the go-go economy of the 1990s, applying to business school wasn't such a risky decision. Many M.B.A.s were netting multiple job offers, six-figure salaries, and an embarrassment of riches in their packages of bonuses and perks. The days of such instant gratification are long gone. Deciding whether to invest \$100,000 or more to earn the degree today requires much more careful thought and planning. That's where the new edition of The Wall Street Journal Guide to the Top Business Schools comes in. It will help prospective students decide whether it's the right time to head back to campus. And if so, it will be an invaluable guide in picking the program that's the best fit, with its detailed profiles of the 100 business schools that received the most ratings in the third annual Wall Street Journal/Harris Interactive survey of corporate recruiters. We cut through the hype by providing only the most important facts about the M.B.A. programs and by telling you what corporate recruiters -- the buyers of M.B.A. talent -- think of the schools and their students. This year's ranking is sure to attract plenty of attention because there's a new No. 1 school. After two years in the top spot, the Tuck School of Business at Dartmouth College is no longer the favorite of recruiters. They have warmed instead to the Wharton School, the finance powerhouse at the University of Pennsylvania. While rankings are but one criterion in the selection of an M.B.A. program, they are a very useful way to distinguish one business school from another. The book includes extensive data about the 50 top-ranked business schools in The Wall Street Journal/Harris Interactive survey, plus information about the 50 runner-up schools. It is a global mix of schools, with six international M.B.A. programs among the top 50 and 20 more in the runner-up list. What's more, we tell you which schools are best in which academic disciplines. The essays in the book provide up-to-the-minute insights about the M.B.A. world from the application process on the front end to the job market at graduation. We also cover the hot-button issues on campus: the M.B.A. value question, curriculum changes, job-hunting tactics, and diversity. Rather than dwell on the dismal nature of the M.B.A. job market, we focus on how some students not only survived it, but succeeded in reaching what they thought would be an impossible dream -- changing careers. You'll learn how they did it through a combination of pluck and plain old hard work. To gain an edge in the application process, read the advice of admissions directors at some of the top business schools. We asked them for tips on how prospective students can stand out. Among their suggestions: write knockout essays that tell what makes you so special (creativity is a plus, but please don't bring pizza to the interview), don't play back information from the school catalog in your admissions interview (your interviewer probably wrote it), and don't make silly excuses for your mediocre GMAT score (instead, give the test another try). Once admitted, students almost certainly will find themselves studying ethics and working

on leadership training. Many schools are revamping their curricula, and ethics and leadership are the two buzzwords right now. After receiving some of the blame for the rash of corporate accounting scandals, business schools are trying to make amends by peppering their courses with ethics lessons. They don't expect to turn out choirboys and girls, but they do hope to spark some serious discussion about morality in the workplace. The book also devotes considerable attention to diversity in M.B.A. programs. We consider the plight of international students, the lack of progress in attracting more women and racial and ethnic minorities to business schools, and the status of a more invisible minority -- gay and lesbian students. Diversity in business schools seems more relevant than ever after the Supreme Court's recent rulings in favor of gay rights and affirmative action. As in most of society, the business schools and the corporations that hire their graduates have far to go to achieve full equality. The heart of the book is The Wall Street Journal/Harris Interactive business school survey. It's the only one that focuses exclusively on what recruiters think of M.B.A. programs -- and the results are consequently quite different from other rankings. But it is the recruiter's opinion that really matters most to prospective students, who are returning to business school for one reason: to increase their marketability in a highly competitive job market. How well they achieve their goal depends on how companies view the schools they attend. And such information is more valuable than ever now that recruiters are hiring far fewer M.B.A. graduates. Business school deans and career-services directors are keen to learn about their weak spots and to listen to recruiters' advice for improving the school's reputation. And recruiters themselves, facing constant competition for the cream of the M.B.A. class, also find the ranking useful in identifying schools to add to their list of "talent suppliers." They are likely to find surprises in the list of "hidden gems" -- schools that aren't typically ranked in the top tier but sparkle for some recruiters. Because of the survey's recruiter focus, we included only full-time programs. Part-time M.B.A. programs attract few recruiters because most of their students are already employed. And most executive M.B.A. students are sponsored by their employers and aren't in the job market at all. Only people making hiring decisions rated specific schools -- and only schools they knew from firsthand experience. We didn't want the evaluations to be based purely on the past reputations of the schools. We interviewed the people out in the field now doing the actual recruiting -- the heads of business units, line managers and others -- not just the human-resources executives at corporate headquarters. And we made sure we contacted a broad range of recruiters, from large companies like Citigroup and Dell to small consulting and high-tech firms. Our survey is also distinctive because it is the only one conducted by a major research firm. Harris Interactive, which produces the well-known Harris public-opinion poll, brought its expertise to the project, from the development of the survey instrument to the analysis of the results. The talented Harris team includes its leader, Joy Sever; David Bakken; Deirdre Wanat; Oliver Freedman; and Nina Doyle. Daniel Nasaw at The Wall Street Journal did a superb job helping assemble and fine-tune the vast amount of data in this book. Steve Adler and Roe D'Angelo from The Wall Street Journal provided terrific support. At Simon Schuster, Elizabeth Stein and Stephanie Fairington contributed their valuable insights and editing skills to the guidebook. But above all, we want to express our gratitude to the many business school officials and corporate recruiters who once again helped make the survey such a success. Copyright 2002, 2003 by Dow Jones Company, Inc.