

QS Global EMBA Rankings 2018

Competitive Fact File Prepared for EMLyon
Results: Global | Europe

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Welcome to the Competitive Fact File for the 2018 QS Global EMBA Ranking

This is the *second year* that QS has organized and released a ranking for Executive MBA programs. It is the *first year* that we are providing participating programs with Competitive Fact Files to better understand their performance in the ranking and the landscape of the EMBA degree overall.

We want to make participation in our research initiatives as valuable as possible for business schools and will increasingly attempt to turn underlying data collected from schools, students, academics, and employers into actionable market insights like those presented in this report.

With over 25 years of experience providing prospective students with guidance on business programs through the QS TopMBA Career Guide and QS World MBA Tour, combined with 15 years' experience compiling international higher education league tables beginning with the QS World University Rankings, QS is uniquely placed and distinctively focused to offer insight into where the best opportunities in business education are being delivered.

More than 90% of the Executive MBA candidates that we surveyed last year identified rankings as an information source used when considering business school options. Among those using rankings to inform their decisions, nearly half (46%) considered rankings to be very useful. Millions of candidates each year turn to topMBA.com to learn about various business school programs, connect directly with admissions professionals, and prepare their applications. Our goal is to provide more information on more business schools across more locations than any other higher education organization in the world.

With your help this vision is becoming a reality. More than 100 global EMBA programs participated in this year's ranking. Greater engagement will allow us to further refine our ranking methodology as we attempt to provide directional guidance for candidates on the criteria that matters to them most. It also enables us to more accurately describe the industry.

From this year's ranking inputs alone, for example, we can state that the typical EMBA student has 14 years of overall work experience and 9 years of managerial experience with 28% of EMBA classrooms composed of c-suite professionals. The average EMBA program boasts 31% women and 13 distinct nationalities. Post-graduation, 48% of graduates are earning promotions with 12 months and the average salary increase sits at an impressive 46%. These statistics are of interest to candidates and schools alike and are direct benefits of your participation in QS research and rankings initiatives. Thank you.

If you have questions on this competitive intelligence report or have any ideas for future iterations please feel free to contact us at rankings@qs.com.

Kind regards,

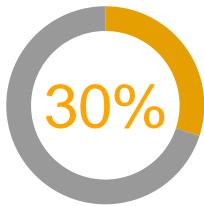


Alex Chisholm

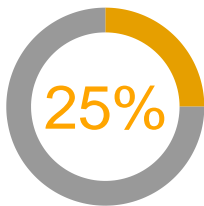
Head of Business School Analytics, QS Intelligence Unit

17 April 2018

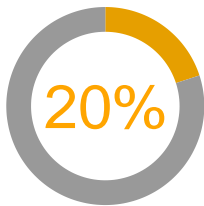
Definitions and Weightings



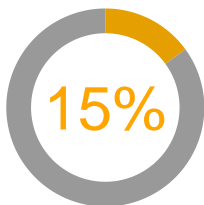
Employer Reputation (30%): With a weighting assigned depending on relevance and recency, our employability metric is based on responses from hundreds of thousands of global employers between 2012 and 2017. Employers across all sectors and industries have taken part in the survey. More information: <http://bit.ly/2aDgaJN>



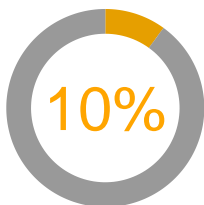
Academic Reputation (25%): Between 2012 and 2017 QS has collected votes from nearly 200,000 academics in 60 countries around the world. Each academic has given their opinion on universities and business schools and their nominations are weighted by relevance of expertise. More information: <http://bit.ly/2cp4mx2>



Career Outcomes (20%): Career outcomes are measured by the average salary increase (10%) pre to post program and the percent of the class receiving promotions within 12 months of graduating (10%).



Executive Profile (15%): The executive profile of an EMBA program is calculated by examining the average years of overall work experience (5%), average years of work experience at the managerial level (5%), and percent of class with c-suite experience (5%).



Diversity (10%): The percentage of female students (5%) and distinct number of nationalities (5%) are considered to give a representation of student diversity within a program.

With the exception of employer and academic reputation, all rankings inputs are either reported by participating schools, validated by publicly available data, or estimated as needed.

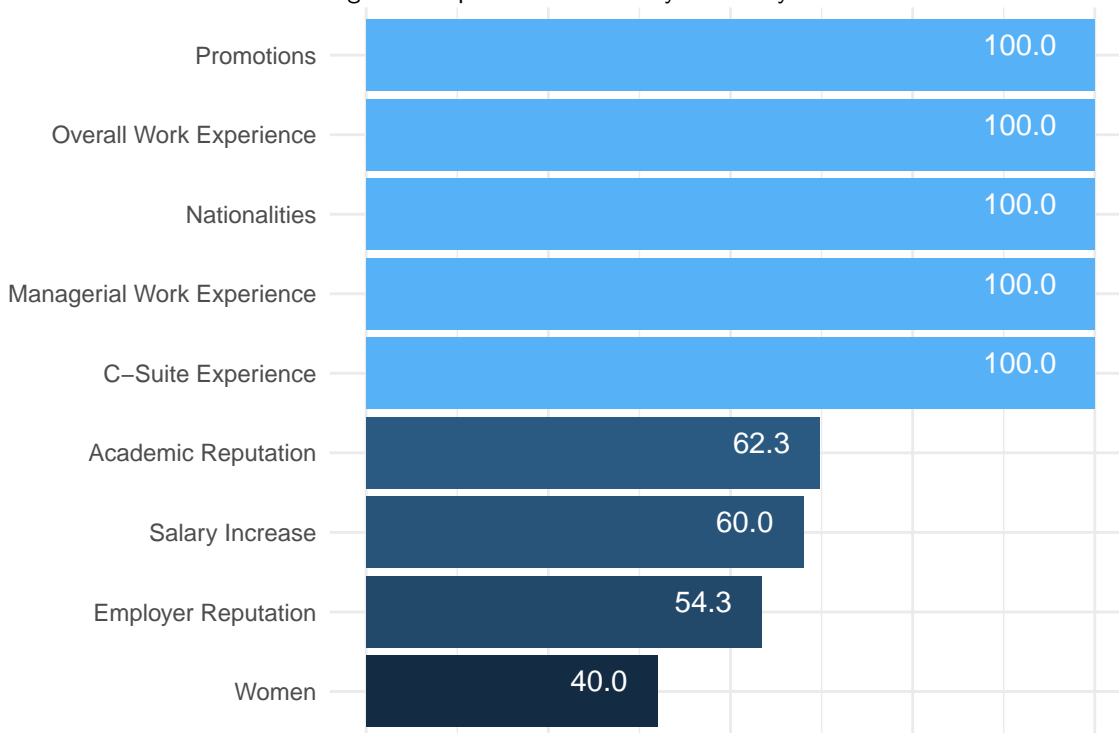
How was your final score calculated?

Your final score for this ranking was calculated based on the following inputs and weights. These inputs are grouped into the five major indicators that are analyzed throughout this report.¹

Table 1: Ranking Scoresheet

Item	Indicator	Ranking Weight	Your Score	Points Earned
All Inputs	All Indicators	100%	-	55.8
Employer Reputation	Employer Reputation	30%	54.3	7.9
Academic Reputation	Academic Reputation	25%	62.3	9.9
Salary Increase	Career Outcomes	10%	60	6.0
Promotions	Career Outcomes	10%	100	10.0
Overall Work Experience	Executive Profile	5%	100	5.0
Managerial Work Experience	Executive Profile	5%	100	5.0
C-Suite Experience	Executive Profile	5%	100	5.0
Women	Diversity	5%	40	2.0
Nationalities	Diversity	5%	100	5.0

Figure 1: Input Score Summary for EMLyon

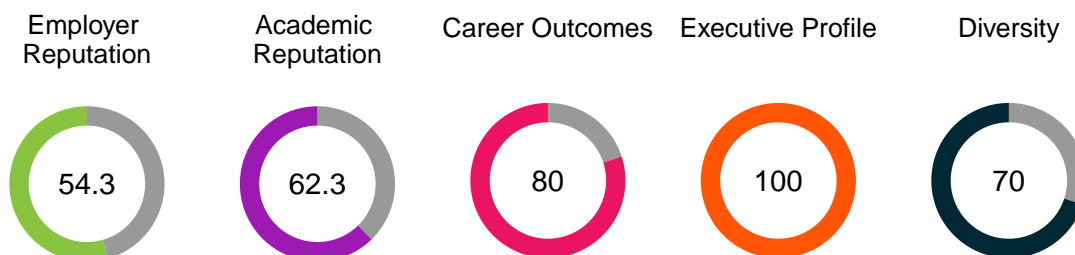


¹Note: Employer and academic reputation scores are re-scaled for the public ranking from an original range of 0-100 to a public range 40-100.

EMLyon

GLOBAL RANK: 56 of 119 | SCORE: 55.8 of 100

Scores by Indicator (Out of 100)



Out of 119 global EMBA programs from around the world included in this year's EMBA rankings ², **EMLyon** earned a rank of 56th overall by scoring 55.8 out of a possible 100 points. Your program scored highest in **Executive Profile (100)**. You scored higher than global mean scores in 2 of the five indicators.

Figure 2: How do these scores compared globally?

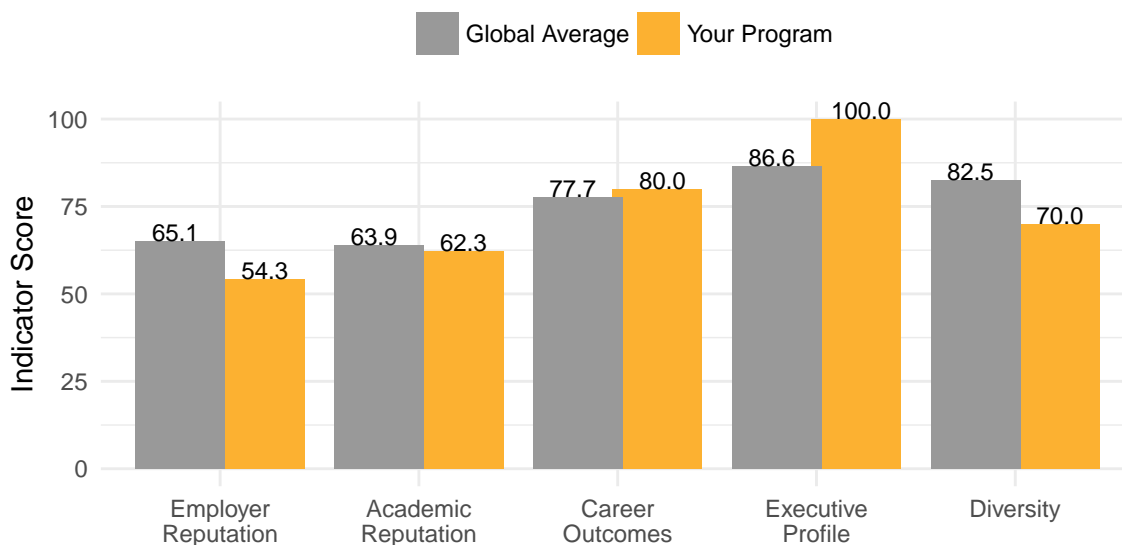


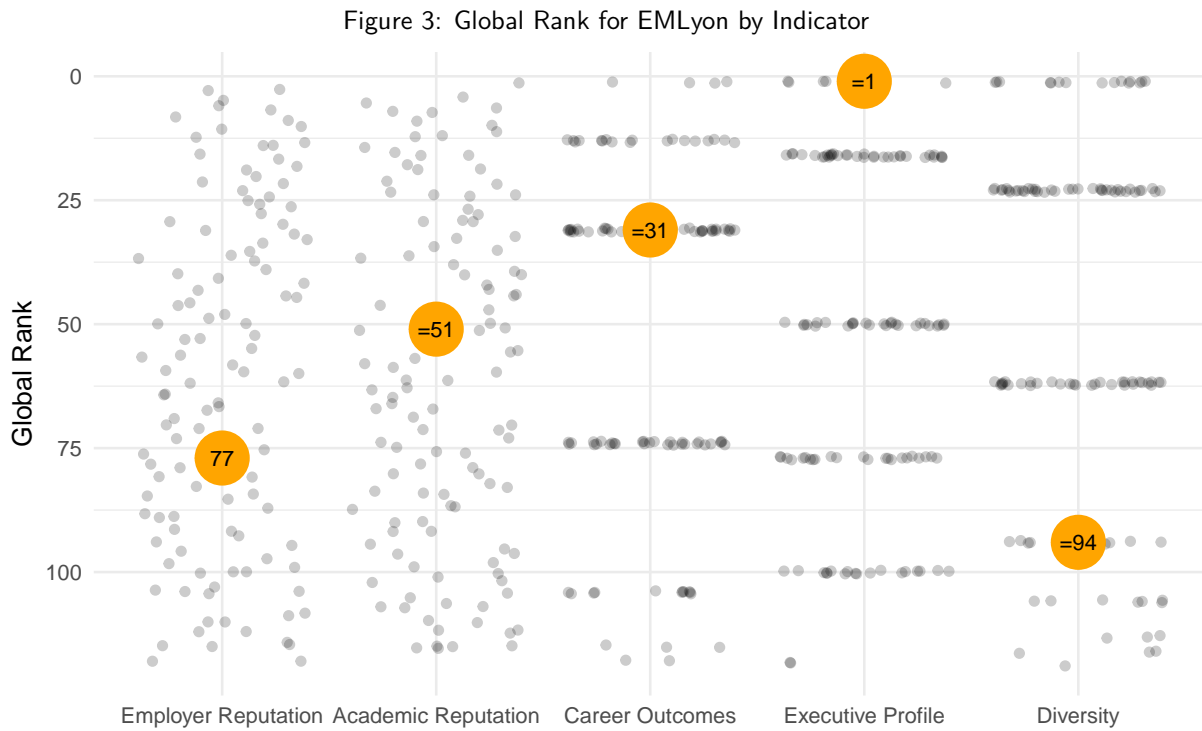
Table 2: Score Differences vs. Global Mean

Employer Reputation	Academic Reputation	Career Outcomes	Executive Profile	Diversity
-10.8	-1.6	+2.3	+13.4	-12.5

²Note: This excludes 24 joint EMBA programs which are ranked separately

Global Ranks by Indicator

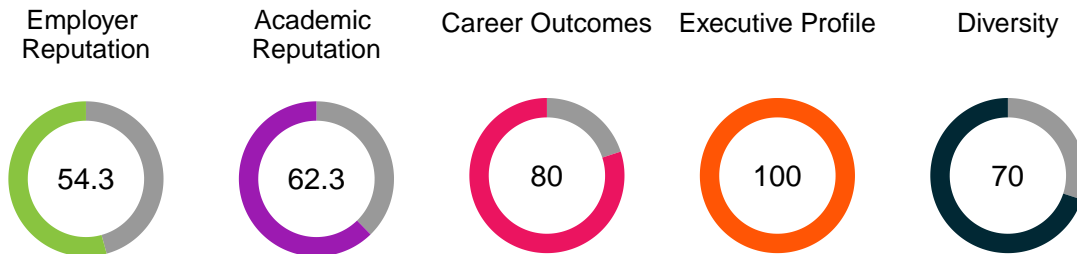
The following chart shows where you ranked globally by indicator of interest. Your program ranked highest in Executive Profile (#1).



EMLyon

EUROPE RANK: 24 of 49 | SCORE: 55.8 of 100

Scores by Indicator (Out of 100)



Among the 49 EMBA programs from Europe included in this year's rankings, **EMLyon** earned a rank of 24th overall by scoring 55.8 out of a possible 100 points. Your program scored higher than the regional mean in 2 of the five measured indicators.

Figure 4: How do these scores compare within Europe?

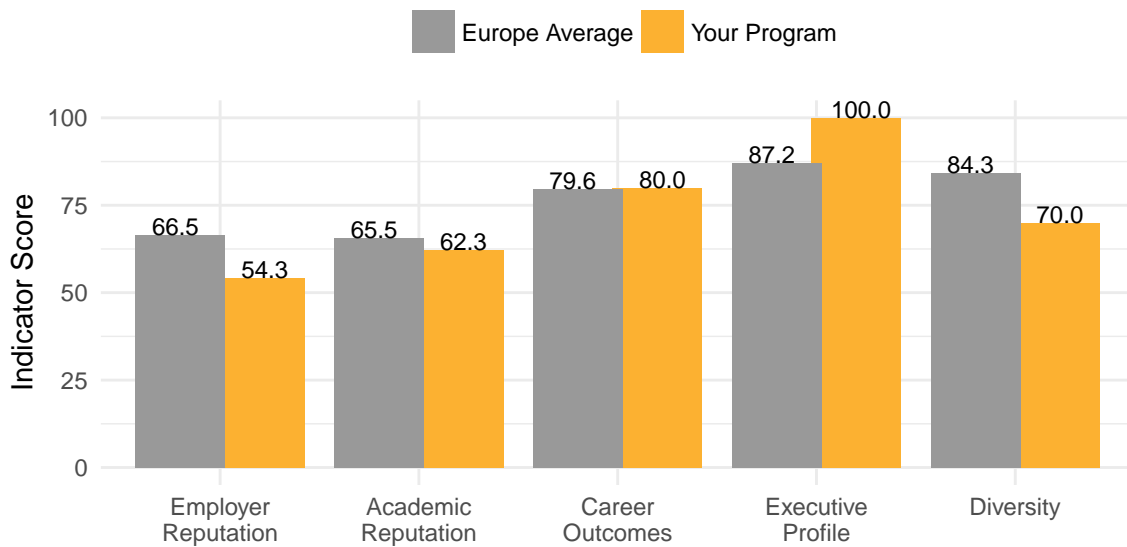
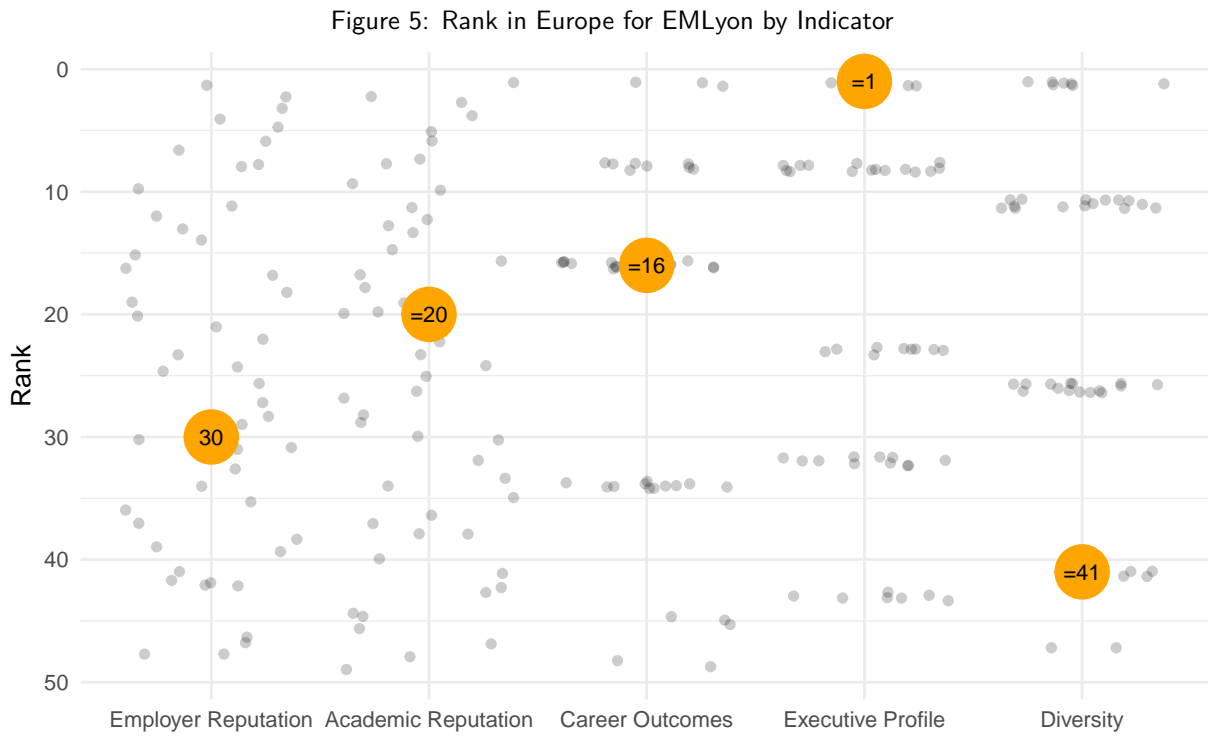


Table 3: Score Difference vs. Europe Mean

Employer Reputation	Academic Reputation	Career Outcomes	Executive Profile	Diversity
-12.2	-3.2	+0.4	+12.8	-14.3

Ranks by Indicator: Europe

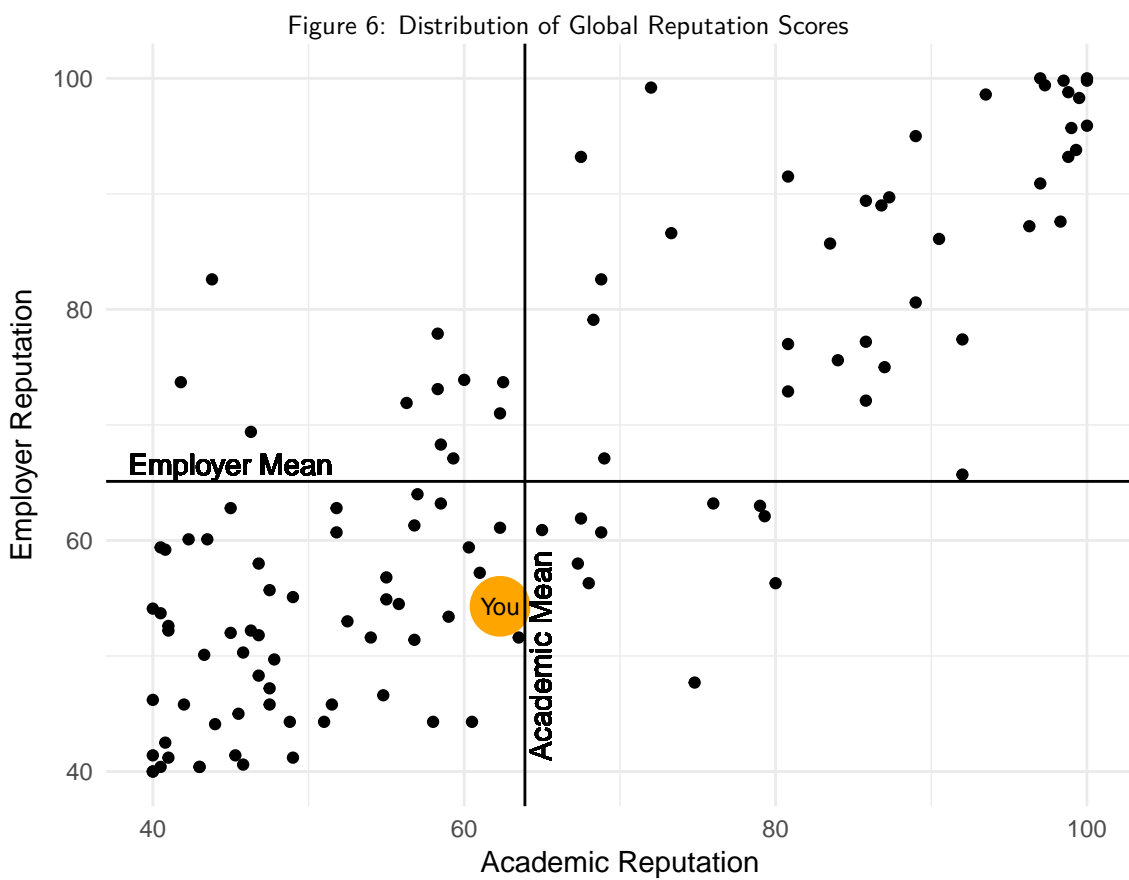
The following chart shows where you ranked in Europe by indicator of interest. Your program ranked highest in Executive Profile (#1).



Perceptions from Employers and Academics

Each year QS surveys tens of thousands employers and academics around the world. These respondents are also able to nominate specific schools that they believe are best in class. Results from the previous five years are then analyzed and scored to be used in the QS EMBA Rankings.

- The **Employer Reputation** score associated with your EMBA program is **54.3**, which is less than the global mean of 65.1 and less than the regional mean of 66.5.
- In terms of **Academic Reputation**, EMLyon received a score of **62.3** points, which is lower than the global mean of 63.9 and lower than the regional mean of 65.5.



Salary Increase and Promotion Rate

Career Outcomes reflect 20% of the total ranking score. Your program earned a career outcome score of 80 out of 100. This score reflects averages of 60 on salary increase and 100 on percent of class receiving promotions within 12 months.

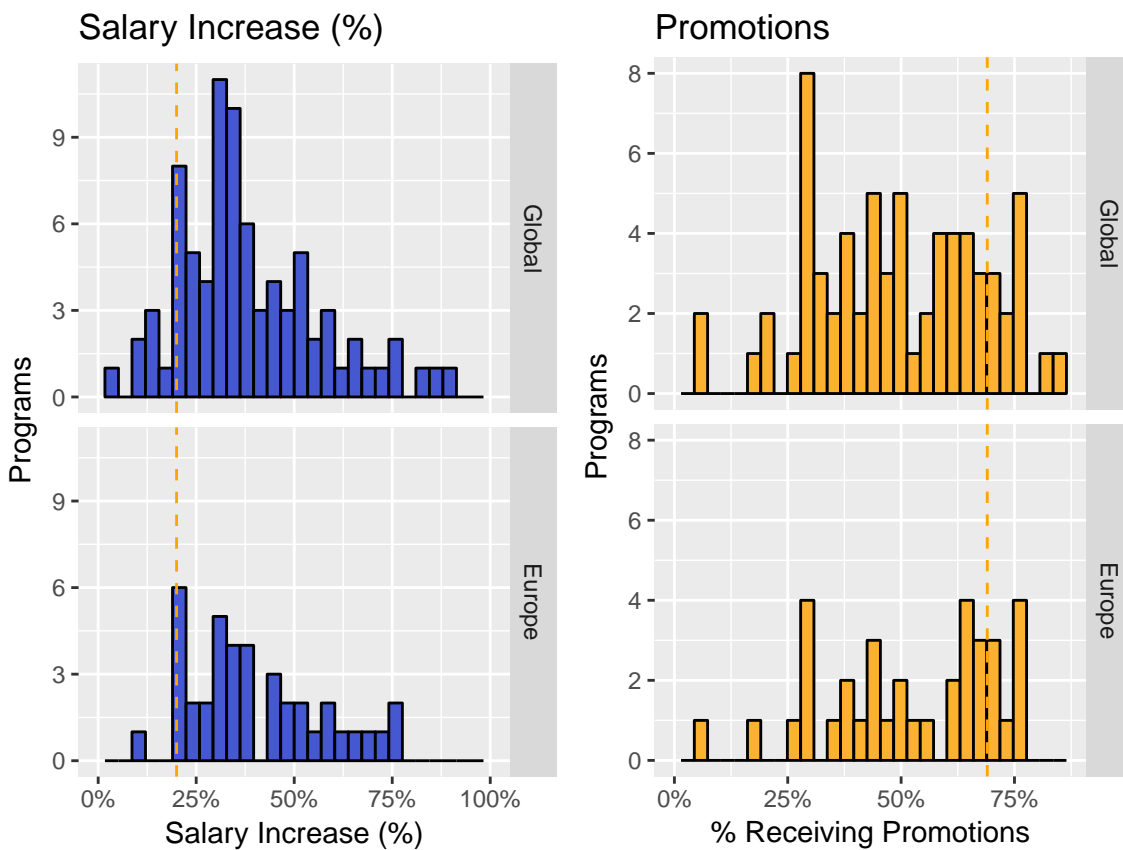
Average Salary Increase: 60 out of 100

- Your EMBA program shows an **average increase of 20%**, which is less than the global mean of 45% and less than the regional mean of 42.7%.

Promotion Rate: 100 out of 100

- The percent of your program's graduates **receiving promotions is 69%**, which is more than the global mean of 49.4% and more than the regional mean 52.2%.

Figure 7: Career Outcome Inputs. The dashed line is EMLyon



Work Experience and Seniority

The **Executive Profile** of EMBA programs accounts for 15% of the total score in this year's ranking. **EMLyon** earned an executive profile score of 100 out of 100 based on three inputs described below:

Average Work Experience Overall: 100 out of 100

- Your EMBA program reports **15 years of work experience overall**, which is greater than the global mean of 13.7 and greater than the regional mean of 13.3.

Average Managerial Experience: 100 out of 100

- EMLyon has an average of **11 years of managerial work experience** in its EMBA program, which is more than the global mean of 8.9 and more than the regional mean of 8.7.

C-Suite Experience: 100 out of 100

- In terms of c-suite experience, **61% of your students are at this level**, which is greater than the global mean of 28.3% and greater than the regional mean of 31.2%.

Figure 8: Executive Profile Inputs. The dashed line is EMLyon



Gender and Cultural Diversity

Diversity reflects 10% of the total score in this year’s ranking. **EMLyon** earned a diversity score of 70 out of 100 based on the two inputs described below:

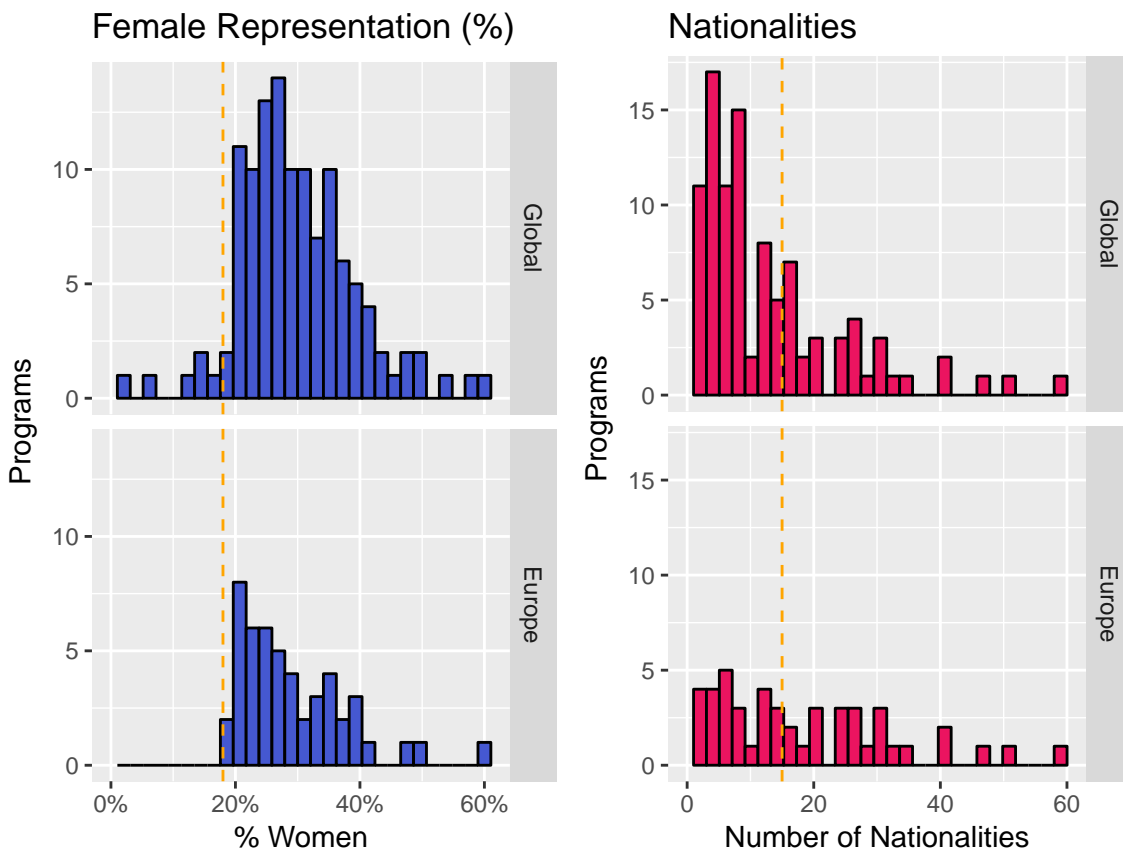
Female Representation: 40 out of 100

- Your EMBA program has **18% women**, which is less than the global mean of 29.9% and less than the regional mean of 29.1%.

Distinct Nationalities: 100 out of 100

- EMLyon has **15 distinct nationalities** in its EMBA program, which is more than the global mean of 12.8 and lower than the regional mean of 18.2.

Figure 9: Diversity Inputs. The dashed line is EMLyon



FAQs

When can we announce this information publicly?

The information is under embargo until: 00:01 GMT on Thursday 26th April

How will you segment the result tables?

We will publish the following tables:

- Global – 119 programs excluding joint programs
- North America – 54 programs
- Europe – 49 programs
- Asia Pacific – 14 programs
- Latin America – 5 programs
- Joint Programs – 24 programs

Why does QS separate joint programs?

Due to our methodology, which includes employer and academic recommendations for specific business schools, it is not as comparable to rank standalone programs directly against joint programs. We also know from our research that many candidates view joint programs as a slightly different type of EMBA program with more significant global time commitments.

How did you compile the results?

Most of the methodology is described in the fact file. Below is additional technical information that can help you better understand our calculations and your results.

- **Reputation Scores:** Once the data is collected and the weightings are decided upon, we calculated standard scores for each column of data so that they are compatible with each other and allow us to combine the data reliably and apply the weightings fairly in the calculation of the overall score. This widely used standardization or normalization method is approached using z-scores.
- **Other indicators:** Inputs for career outcomes, executive profile, and diversity indicators are assigned to different tiers. This method, referred to as bucketing, allows the indicators to provide discernment, helps set up the entry threshold, and reduces the influence of outliers. We don't want the statistics with a reasonable amount of variation, especially in the same band of the distribution, to have various, distinguishable scaled scores, which might predominate over the other indicators in the final score.

Can our results be compared to last years ranking?

There have been a few of changes since 2017. We have added a global table (which was not present in last year). We also altered the methodology slightly to remove the question relating to previous salary as QS increasingly does not believe in using raw salary information as metrics due to fluctuations in currency rates. We have also had an increase in participation and are ranking 20 additional programs this year. With these caveats, please compare your results from last year (if you took part) with caution.

How should we promote our presence in this ranking?

We will be sending you information, images, hashtags and the press release shortly before the launch. We recommend you promote your position on your website and social media channels.

How will QS be promoting the rankings?

Apart from publishing the ranking on topmba.com (5 million+ visits a year) we will publishing press releases through our media partners. We will also be reaching out to our candidate base.

FREQUENTLY ASKED QUESTIONS (FAQS)

When will you be releasing the next Executive MBA Rankings?

We aim to release the new QS World University Rankings – Executive MBA 2019 in Spring 2019.

If we did not submit all the data required, then what did you use to rank us?

The majority of schools featured in the rankings participated and supplied data on the relevant rankings metrics. Our rankings are designed to be both meticulous and inclusive, and have been created so that most required data can be gathered from public sources if need be. Nonetheless, we prefer to ensure the data we use is as precise and up-to-date as possible. Our rankings, however, could need some data which is difficult to access directly, and in the absence of a full submission of data we may need to use default scores and estimates. Estimates for salary increase, promotions, and c-suite experience were guided by employer reputation scores. All others were based on the known distribution of responses or related variables.

How will the school name feature in the ranking tables?

The ranking table will feature your school name as it has been featured throughout this fact file. We recognise that this name might not be the full name of your school, but for presentation purposes we have shortened it (along with all schools). If you have any major concern with this please email rankings@qs.com as soon as possible.

Have any alumni been surveyed by QS as an input for this ranking?

No. We have not reached out to any alumni as part of the ranking.

Who should we reach out to with any questions?

Please email rankings@qs.com.

What will be displayed alongside the rankings?:

We will display your five indicator scores (as long as they fall within the display threshold). The rankings will link to your executive mba school profile on topmba.com. Please take the time to check that the information displayed is correct as we expect heavy traffic to the profiles post launch on 26 April 2018.



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