



The 2020 Better World MBA Ranking Methodology

Corporate Knights

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Better World MBA Ranking: fast facts

Overview

- **Annual ranking** of MBA programs sustainability performance
- **Released each fall in Corporate Knights Magazine and www.corporateknights.com.**

Eligibility

- **Size:** All business schools in the most recent FT100 MBA Ranking and the Top 40 from the 2019 Better World MBA ranking are automatically included. All business schools accredited by either one of AMBA, AACSB or EQUIS and all current PRME Champions are invited (and communicate their participation on an opt-in basis).

Approach

- Ranking is based on **publicly-disclosed data** (e.g., school's website, academic journals, Google Scholar, general internet searches). All required datapoints are pre-populated. Submissions from schools are **not** required but your review is kindly requested.
- Methodology is based on the **5 key performance indicators** (KPIs).

Contact info and to learn more

- Email research@corporateknights.com if you would like to confirm the correct contacts for your organization
- [Sign up for email updates](#) on future rankings and research from Corporate Knights.

Ranking is conducted by Corporate Knights, a specialized media and investment research firm

Corporate Knights is a Toronto-based, employee-owned B Corp that operates in three segments:

- **Corporate Knights Magazine**

- World's largest circulating magazine focused on sustainability and responsible business.
- Reaches 443,250 of the world's most influential business and political decision-makers.

- **CK Research**

- CK Research offers a range of corporate sustainability ratings, investment product ratings and tools.
- CK Research also manages several external research projects (e.g. Carbon Clean 200, Sustainable Stock Exchange Ranking, Global Green Financial Index).

- **Council for Clean Capitalism**

- CEO-supported group catalyzing smart and efficient public policy.
- Engages with leading public policy-makers.



Philosophical perspective of the ranking

- **Relevance:** The ranking is meant to be representative of sustainability leadership in the current socio-economic context.
- **Transparency:** The precise methodology of the ranking and the results of the process are fully disclosed.
- **Objectivity:** Eligible entities are assessed using quantitative data and performance indicators.
- **Public data:** Only data-points that are part of the public domain are used.
- **Engagement:** Entities eligible for the ranking are informed prior to the ranking, so as to have an opportunity to ensure the necessary data is accurate and made available publicly.
- **Stakeholders:** Stakeholder feedback is actively solicited throughout the project. A Panel of Experts, consisting of several sustainability practitioners, review and comment on all aspects of the methodology.

Key Performance Indicators

KPI	Methodology
Core Courses (weight: 30%)	<p>We count the proportion of your core (mandatory) courses from your full-time MBA program that integrate relevant sustainable development. themes This is determined by looking at the course description available on the program's website.</p> <p>See list of topics considered as part of "sustainable development" here:</p> <p>https://docs.google.com/spreadsheets/d/1k29dEmAvkJeQbBep1C8_L8GCcCEYJeH0_guezA9fBt0/edit#gid=0</p>

Notes:

1. Where schools have multiple MBAs: We will research the core courses for a second MBA program only if:

- The school offers both a Sustainability MBA program (NOTE: Not a sustainability specialization or stream within a generic MBA program) in addition to a generic MBA program; AND
- The latest student intake for the generic MBA program is higher than that of the Sustainability MBA program.

In the above case, we will research the core courses of the Sustainability MBA program (weighted: 50%) and that of the generic MBA program (weighted: 50%).

Therefore, if a school offers both a generic MBA program and a Sustainability MBA program, and the Sustainability MBA program has the highest student intake, then we will research only one MBA program: the Sustainability MBA program.

Note: A "generic" MBA program would include any non-Sustainability MBA programs, such as the "full-time" MBA, "international MBA", "professional" MBA etc. Where a school offers several generic MBAs, research is to be conducted on the one with the highest student intake only.

2. Core courses are scored "1" if it is fully or substantially dedicated to areas of sustainable development. A score of "0.5" is given in cases where the course only partially covers any of the areas of sustainable development.

Key Performance Indicators

KPI	Methodology
Research Institutes and centres (weight: 10%)	<p>We count the number of research institutes and centres (regardless of location, sponsored or run in partnership with another school) out of a maximum of five that are fully or substantially dedicated to areas of sustainable development. This is determined by looking at the areas of research for any given institute and centre that is available on the school's website.</p> <p>See list of topics considered as part of "sustainable development" here:</p> <p>https://docs.google.com/spreadsheets/d/1k29dEmAvkJeqBep1C8_L8GCcCEYJeH0_guezA9fBt0/edit#gid=0</p>

Note:

1. A research institute and centre is scored "1" if it is fully or substantially dedicated to areas of sustainable development. A score of "0.5" is given in cases where it also covers other areas of research that are not within the list of sustainable development topics.

Key Performance Indicators

KPI	Methodology
<p>Faculty research intensity (weight: 30%) and number of citations intensity (weight: 20%)</p>	<p>The number of peer-reviewed publications in academic journals in 2019 (calendar year) authored or co-authored by a faculty member of the business school and the number of citations that are considered as part of “sustainable development”.</p> <p>Please Note: we use Google Scholar to score for citations. If your publication is not on Google Scholar, please provide evidence that the source is peer-reviewed or other justification for why the publication should be counted.</p> <p>See list of topics considered as part of “sustainable development” here (note articles falling outside below key words but within the spirit of “sustainable development” should be included):</p> <p>https://docs.google.com/spreadsheets/d/1k29dEmAvkJeQbBep1C8_L8GCcCEYJeH0_guezA9fBt0/edit#gid=0</p> <p>The faculty research intensity is: Number of peer-reviewed publications in academic journals in 2019 that was authored or co-authored by a faculty member of your business school that are considered as part of “sustainable development”/Total number of faculty members*.</p> <p>The number of citations intensity is the sum of number of citations for all peer-reviewed publications in academic journals in 2019 that was authored or co-authored by a faculty member of your business school that are considered as part of “sustainable development”/(Total number of faculty members*.x 10).</p>

* The list of your faculty members is sourced from your school’s website. Any full-time faculty (professor, lecturer, associate or adjunct) counts as 1; any visiting or part-time faculty counts as “0.5”.

Key Performance Indicators

KPI	Methodology
Faculty gender diversity (weight: 5%)	The percentage of faculty members who are women out of the total number of faculty members. The list of your faculty members is sourced from your school's website*.
Faculty racial diversity (weight: 5%)	<p>Numerator: Percentage of the school's faculty members who can be identified by photo, name and or biography as clearly not part of the country's majority race or ethnic group**. The main visible races or ethnicities regardless of place of birth or citizenship are***:</p> <ol style="list-style-type: none"> 1. White 2. Black 3. Chinese 4. Filipino 5. Japanese 6. Korean 7. South Asian-East Indian (including Indian from India; Bangladeshi; Pakistani; East Indian from Guyana, Trinidad, East Africa; etc.) 8. Southeast Asian (including Burmese; Cambodian; Laotian; Thai; Vietnamese; etc.) 9. Non-white West Asian (includes Turkey, Middle East and Caucasus) 10. North African or Arab (including Egyptian; Libyan; Lebanese; etc.) 11. Non-white Latin American (excluding indigenous persons from Central and South America, etc.) <p>Denominator: % of school's country population not part of the country's majority racial group. A break-down of majority racial groups by country is available here: https://docs.google.com/document/d/1tb9ZOvD3l7V6J7fCZ09uZgQhIAil8pPEI-ZJtqmeAes/edit</p>
<p>Note: Any full-time faculty (professor, lecturer, associate or adjunct) counts as 1; any visiting or part-time faculty counts as "0.5".</p>	

* Research done during the months of May and June 2020. **Please note, for privacy reasons, schools are not provided with nor asked to verify this data.**

** To avoid perpetuating historical privilege, scoring does not count faculty members from any racial group(s) that comprises 50% or greater global share of all non majority racial group faculty members.

*** <http://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=45152>



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