



2022 Better World MBA Ranking Methodology



Better World MBA Ranking: fast facts

Overview

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

Eligibility

- *Universe:* All business schools in the most recent FT100 MBA Ranking, the Top 40 from the 2021 Better World MBA ranking, and all current PRME Champions are automatically included. All business schools accredited by either one of AMBA, AACSB or EQUIS are invited (and communicate their participation on an opt-in basis). Schools with equivalent regional or national accreditations may be considered for inclusion on a case-by-case basis.

Approach

- Ranking is based on **publicly disclosed data** (e.g., school's website, academic journals, Scopus, general internet searches). All required data points are pre-populated. Submissions from schools are **not** required, but your review is kindly requested.
- Methodology is based on the **7 key performance indicators** (KPIs).
- Each indicator is normalized and weighted as described in the KPI method descriptions below.

Contact info and to learn more

- Email betterworldMBA@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. 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.



Key Performance Indicators

KPI	Methodology
Core Courses (weight: 30%)	<p>We count the proportion of your core (mandatory) courses from your 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>The normalized score for this indicator is the percentage of core courses that is SDG-related divided by the average of the top five percentages of the institutions evaluated, to a maximum of 1.0.</p> <p>See list of topics considered as part of "sustainable development" here.</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. A core course 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 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>The normalized score for this KPI is the number of SDG institutes, to a maximum of five, divided by five.</p> <p>See list of topics considered as part of "sustainable development" here.</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
Faculty research intensity (weight: 20%)	<p>The number of academic publications in 2021 (calendar year) authored or co-authored by a faculty member of the business school, in affiliation with the business school, and the number of citations that are considered as part of “sustainable development.”</p> <p>Please note: we use Scopus to score for citations. If your publication is not on Scopus, 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.</p> <p>(Note articles falling outside the key words but within the spirit of “sustainable development” should be included.)</p>
Number of citations intensity (weight: 10%)	<p>Faculty research intensity: Number of school-affiliated peer-reviewed publications in academic journals in 2021 that were authored or co-authored by a faculty member of your business school that are considered part of “sustainable development” divided by the total number of faculty members*.</p>
Sustainability journal intensity (weight: 20%)	<p>Number of citations intensity: The sum of number of citations for all peer-reviewed publications in academic journals in 2021 that were authored or co-authored by a faculty member of your business school that are considered as part of “sustainable development” divided by (Total number of faculty members*x 10).</p> <p>Sustainability journal intensity: Number of school-affiliated peer-reviewed publications in academic journals in 2021 that were authored or co-authored by a faculty member of your business school that are considered as part of “sustainable development” divided by the total number of publications (Total sustainability publications/total publications).</p> <p>For each of the above three KPI's, the normalized score is equal to the intensity divided by average of the top five intensities, to a maximum score of 1.0</p>

* The list of your faculty members is sourced from your school’s website. Any full-time faculty (professor, lecturer, or associate) counts as 1; any visiting, affiliate or part-time/adjunct faculty counts as “0.5.” Emeritus professors are not counted.





Key Performance Indicators

KPI	Methodology
Faculty gender diversity (weight: 5%)	<p>The percentage of faculty members who are non-male out of the total number of faculty members. The list of your faculty members is sourced from your school’s website*.</p> <p>The normalized score for this indicator is the above percentage multiplied by two, to a maximum of 100%, expressed as a decimal fraction.</p>
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.) 12. Indigenous Peoples of North America and Central and South America <p>Denominator: % of school’s country population not part of the country's majority racial group. See Appendix 1 for a breakdown of each country's majority racial groups.</p> <p>The normalized score is equal to the racial diversity score divided by the average of the top five scores of all institutions evaluated, to a maximum score of 1.0</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 2022. **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.

*** Visible minority of person (Statistics Canada)





Key Performance Indicators

KPI	Methodology
Alumni impact (weight: 5%)	<p>BONUS INDICATOR FOR 2022: The percent of recent (2020 and 2021 graduates) MBA alumni working for impact organizations*. The score will be the ratio of Impact Alumni to Total MBA Alumni for the relevant time period. This score is then percent ranked against all other participating institutions. All Better World MBA eligible schools are invited to voluntarily provide this information to the CK Better MBA Team.</p> <p>The normalized score for this KPI will be the ratio divided by the average of the top 5 of all institutions evaluated.</p> <p>*Impact Organizations include: all non-profits, CK Global 100 Companies, CK Clean 200 Companies and any company whose primary focus is providing solutions to social and/or environmental problems (>50% of sales or prospective sales).</p>

Note:

1. The Alumni Impact KPI is a bonus KPI; declining to participate in this KPI will not negatively impact an institution's score in any way.





Appendix 1

Country Majority Racial Group Breakdown

	Majority	Minority	Source; World Atlas (WA), CIA Factbook (CIA)
Australia	92% white	8% Other	WA
Belarus	99% white	1% Other	WA
Brazil	91% white/mixed	9% Other	WA
Canada	78% white	22% Other	WA
China	92% Chinese	8% Other	WA
Colombia	84% white/mixed	16% Other	WA
Costa Rica	84% white/mixed	16% Other	WA
Denmark	96% white	4% Other	WA
Finland	99% white	1% Other	WA
France	85% white	15% Other	WA
Germany	88% white	12% Other	CIA
Hong Kong	92% Chinese	8% Other	CIA
India	72% Indian	28% Other	WA
Ireland	92% white	8% Other	CIA
Italy	99% white	1% Other	WA
Mexico	72% white/mixed	28% Other	WA
Netherlands	81% white	19% Other	WA
Nigeria	64% Hausa, Yoruba, Igbo	36% Other	WA
Peru	97% Amerindian/white/mixed	3% Other	WA
Portugal	95% white	5% Other	WA
Russia	85% white	15% Other	WA
Singapore	74% Chinese	26% Other	CIA
Slovenia	88% white	12% Other	CIA
South Africa	89% black/white	11% Other	CIA
South Korea	99.9% Korean	0.1% Other	CIA
Spain	98% white	2% Other	WA
Sweden	82% white	18% Other	CIA
Switzerland	82% white	18% Other	CIA
United Kingdom	86% white	14% Other	CIA
United Arab Emirates	71% Emiri/Asian	29% Other	WA
United States of America	72% white/mixed	28% Other	CIA



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