



2025

**Corporate Knights
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 www.corporateknights.com**
- **[See prior year's ranking](#)**

Eligibility

- *Universe:* All business schools in the most recent FT100 MBA Ranking, the Princeton Review Best Green MBA, the Top 40 from the 2024 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, general internet searches etc.). All required datapoints are pre-populated and schools are invited to review their data before it is finalized and published.
- Evaluation is based on two **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 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, including the Global 100 sustainability ranking of corporations and the Sustainable Economy Intelligence database.
- **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: 90%)	<p>We count the proportion of core (mandatory) courses from each MBA program that integrate relevant sustainable development themes. This is determined by reviewing the course description available on the program's website.</p> <p>If course descriptions are incomplete online, the school can provide updated information when verifying their data.</p> <p>See list of topics considered as part of "sustainable development" here.</p>

Notes:

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

1. Where schools have multiple MBAs, we will research the core courses for a second MBA program only if it has a higher intake than the generic MBA.

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 the Sustainability MBA program.

2. Core courses with no credit hours will not be considered in our analysis. Sustainability scores for core courses will be scaled as follows:

- A score of "0.25" is awarded if approximately one-quarter of the core course is sustainable development-related, or if only the core course name is provided and it is related to a sustainable development topic.
- A score of "0.5" is awarded if about half of the core course is sustainable development-related.
- A score of "0.75" is awarded if up to three-fourths of the course is sustainable development-related.
- A score of "1.0" is awarded if the course is fully or substantially dedicated to sustainable development-related.
- In the case of project or capstone courses, a minimum 0.25 will be awarded if at least one of the core courses has been awarded a 0.25. Higher scores can be earned and are scaled to the extent that project/capstone course description specifies sustainability topics.



Key Performance Indicators (cont'd)

KPI	Methodology
Alumni/Graduate Impact (Weight: 10%)	<p>The percent of recent (2023-2024) MBA alumni working for impact organizations*, measured as the ratio of Impact Alumni to Total MBA Alumni for the relevant time period.</p> <p>The normalized score for this KPI will be the ratio divided by the top ratio 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>



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