

## 2. GLOBAL MARKETS: BUSINESS SCHOOLS WORLDWIDE

Capturing the best possible students and academics is a strategic way for a top business school to increase its influence. In this respect, five main decision factors exert a significant influence over prospective students and professors.

Certifications are a must-have but have become trivial among the business schools which are analysed in this report (most of them have already been granted the most widely recognized labels).

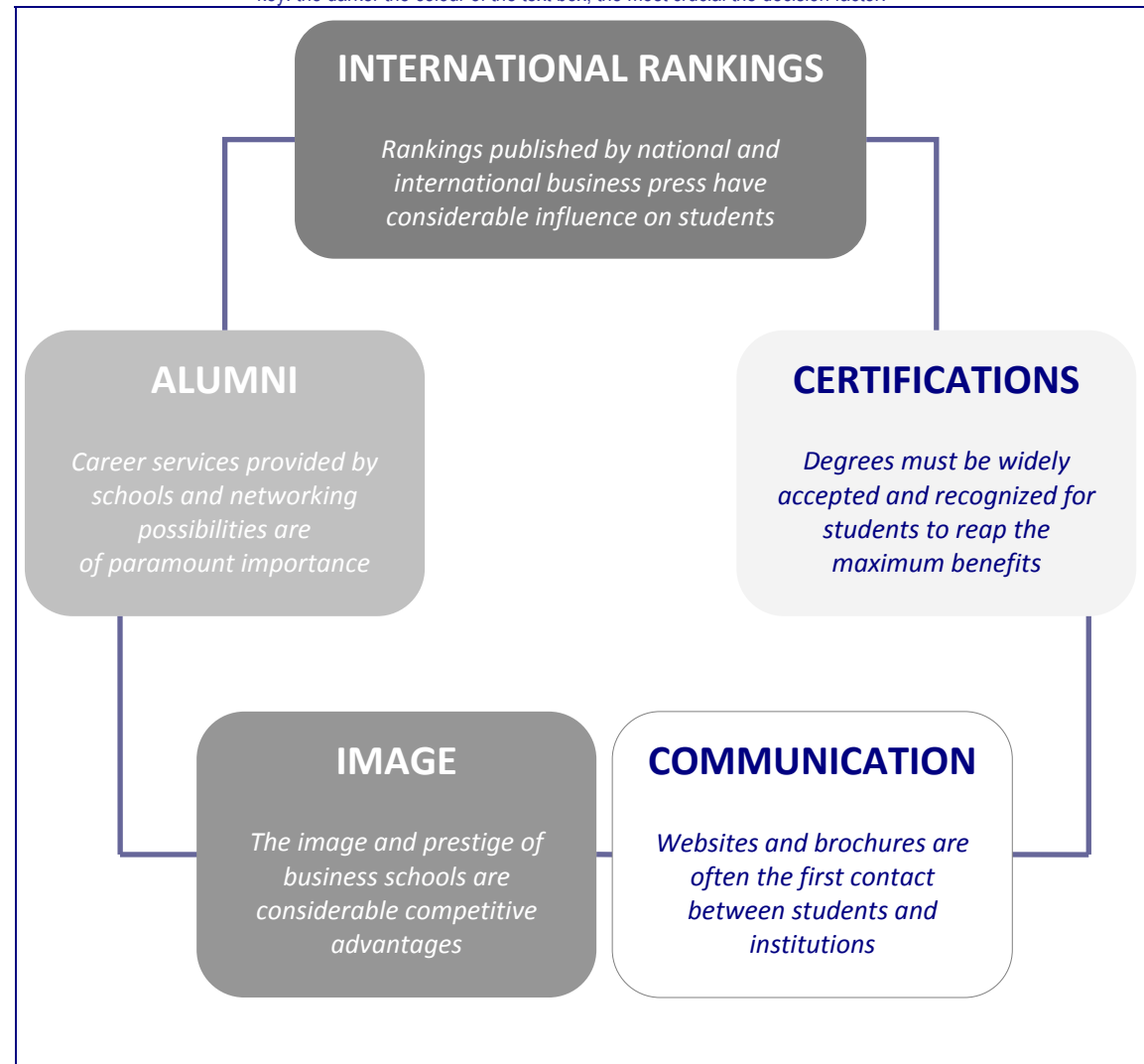
Conversely, alumni feedback and the reach and quality of the alumni network often make a difference. Also, matters of image (name, location, logo, slogan but also rankings) are playing an increasingly important role. International rankings remain by far the most watched indicator and business schools' most used advantage.

D'après l'étude **XERFI GLOBAL**  
**BUSINESS SCHOOLS**  
**WORLDWIDE**

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### Key decision factors for prospective business students and academics

key: the darker the colour of the text box, the most crucial the decision factor.



Source: **Xerfi Global** with Lucien Karpik « L'économie des singularités », Gallimard, 2007

New industrial giants: (partly) born in the USA?

Economic power is not only about capturing the largest possible slice of the global economic pie. Much like in politics, power in business can be soft. In times when global competition is heating up in every globalised industry, soft economic power has become a weapon. Business is all about personal relationships, which is why networking possibilities rank among the most-watched indicators for students and academics.



























Furthermore, if a country is able to develop a special connection with foreign populations, in this particular case foreign managers, it may in the end enjoy positive returns. Economic returns range from privileged relationships between companies and donations from foreign alumni through to human capital flight and bi-lateral agreements at State level. In this respect, the USA benefit from an unrivalled, global advantage. The UK in Europe and Japan in Asia also play a similar role albeit to a lesser extent. The battle for emerging talents has just begun.

<b>COMPANY</b>						
<b>COUNTRY</b>						
<b>DESCRIPTION</b>	<i>The world's largest industrial conglomerate</i>	<i>South Korea's second largest conglomerate</i>	<i>India's largest industrial conglomerate</i>	<i>India's largest private company</i>	<i>One of India's largest conglomerates</i>	<i>Brazil's largest company</i>
<b>KEY PERSON</b>	<i>Lee Kun-hee</i>	<i>Koo Bon-Moo</i>	<i>Ratan Tata</i>	<i>Mukesh Ambani</i>	<i>Anand Mahindra</i>	<i>José Sergio Gabrielli de Azevedo</i>
<b>POSITION</b>	<i>CEO</i>	<i>CEO</i>	<i>Chairman</i>	<i>CEO</i>	<i>Managing director</i>	<i>CEO</i>
<b>BUSINESS DEGREE OBTAINED IN</b>						
<p><i>From yesterday's tigers to today's new emerging powers</i></p>						

Source: Xerfi Global

Business Schools Worldwide: business education without borders

2. GLOBAL MARKETS

PARENT INSTITUTION	COUNTRY	STATUS	BUSINESS SCHOOL	YEAR OF FOUNDATION	LOGO	CAMPUS
Bocconi University		Private	SDA Bocconi	1971		Milan, Italy
-		Private	CEIBS	1994		Shanghai, China
Harvard University		Private	Harvard Business School	1908		Boston, MA, USA
CCI Paris		Public	HEC Paris	1881		Jouy-en-Josas (Paris suburbs), France
Hong Kong University of Science and Technology		Private	HKUST Business School	1991		Kow Loon, Hong Kong
University of Navarra		Private	IESE	1957		Madrid and Barcelona, Spain
-		Private	IMD	1990		Lausanne, Switzerland
-		Private	ISB	1999		Hyderabad, India
-		Private	INSEAD	1957		Fontainebleau (France), Singapore, Abu Dhabi
International University of Japan		Private	IUJ GSIM	1988		Minami Uonuma, Japan
London University		Public	London Business School	1964		London, England
Mannheim Universität		Public	Mannheim Business School	2005		Mannheim, Germany
University of Pennsylvania		Private	Wharton School	1881		Philadelphia, PA, USA

Source: Xerfi Global with institutions

## SOMMAIRE de Xerfi Previsis n°158, octobre 2010

<b>Entretien de Laurent Faibis</b>	<b>3</b>	Business Schools Worldwide: business education without borders	11
<b>VIDEO</b>			
La guerre monétaire, principale cause des déséquilibres mondiaux et européens			
<b>XERFI E-CHANGES DU MOIS</b>	<b>4</b>	<b>3. MATIERES PREMIERES</b>	<b>12</b>
Guerre et Paix au XXI <sup>e</sup> siècle Comprendre le monde de demain par <b>Christian Saint-Etienne</b>	<b>4</b>	<b>Les fondamentaux sont de moins en moins décisifs</b>	<b>12</b>
<b>VIDEO</b>		par <b>Alexandre Mirlicourtois</b>	<b>VIDEO</b>
L'Europe et le couple franco-allemand face à la crise	<b>4</b>	Pétrole : un équilibre précaire	13
par <b>Hubert Védrine</b>	<b>VIDEO</b>	Prix des produits agricoles : nouvelles tensions	14
Histoire vivante de la pensée économique par <b>Jean-Marc Daniel</b>	<b>5</b>	Métaux de base : la spéculation attise les cours	15
<b>VIDEO</b>		Métaux précieux : très chers	16
Sortir de l'euro ou mourir à petit feu par <b>Alain Cotta</b>	<b>5</b>	<b>4. XERFI-RISK</b>	<b>17</b>
<b>VIDEO</b>		<b>Octobre 2010 : au plus bas depuis décembre 2008</b> par <b>Laurent Marty</b>	<b>VIDEO</b> 17
Quel avenir pour la vidéo sur Internet et les supports mobiles ? par <b>Cédric Tournay</b>	<b>6</b>	Le risque par branche d'activité	18
<b>VIDEO</b>		Xerfi-Risk : les 20 secteurs les plus risqués	19
Finance emploi, relocalisations par <b>Laurent Faibis</b>	<b>6</b>	<b>5. SIGNAUX SECTORIELS</b>	<b>20</b>
<b>VIDEO</b>		Relocalisations : encore timides	20
<b>1. CROISSANCE MONDIALE</b>	<b>8</b>	Fusion / OPA : les trésoreries permettent d'être offensifs	21
<b>En attendant la consommation</b>	<b>8</b>	<b>6. STRATEGIES SECTORIELLES</b>	<b>22</b>
par <b>Alexander Law</b>	<b>VIDEO</b>	<b>Les centres commerciaux à l'horizon 2011</b>	
<b>2. GLOBAL MARKETS : BUSINESS SCHOOLS WORLDWIDE</b>	<b>9</b>	<b>Le choc de la consommation : quelles réponses possibles ?</b>	<b>22</b>
Business Schools Worldwide: western business schools and the emerging elite dilemma	10	par <b>Isabelle Senand</b>	<b>VIDEO</b>
		<b>7. LES ETUDES DU GROUPE XERFI</b>	<b>26</b>

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