Notes:

The European MBA Ranking 2021

London Business School in 1st place

Nuremberg, 20 July 2021

puls Market Research has compiled a ranking of 20 reputable European Business Schools and Universities. The ranking focuses on the success of the respective institutions' graduates based on data from the years 2017 to 2019. The following criteria were taken into account:

- Average salary of graduates after completing their course of studies
- Employment rate after graduation

These two criteria were condensed into an unweighted index.
The required information was either polled directly from the university by telephone or e-mail, or determined through other media by means of secondary research. The survey exclusively considered European universities: 20 institutions from nine different countries.

The ranking resulted in the London Business School from Great Britain taking first place – especially due to its top placement with a view to graduates' salaries. Second position is also occupied by an institution from the United Kingdom: the University of Cambridge (Judge) with graduates' salaries almost equally as high. Iese Business School from Spain manages to secure third place on the podium for itself.
Slightly behind that, IE Business School, also from Spain, takes fourth place (here, only data from 2017 and 2019 was available). HEC Paris from France follows fifth. Behind it, IMD Business School from Switzerland claims a very close sixth position which is followed by the United Kingdom's University of Oxford (Saïd) in place number seven. Zurich Elite Business School from Switzerland boasts top values with regard to employability and thus manages to claim eighth position. Cranfield School of Management from the UK follows in rank number nine. Last but not least, the SDA Bocconi School of Management from Italy can also secure itself a place within the Top 10.

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The European MBA Ranking 2021:

Rank 2017-2019	Institution	Country	Graduates' salaries in US dollars	Employment rate	Index
1	London Business School	UK	164,046	94%	117.1
2	University of Cambridge: Judge	UK	163,371	88%	113.6
3	Iese Business School	ES	149,051	93%	111.0
4	IE Business School*	ES	161,235	85%	110.3
5	HEC Paris	FR	138,184	92%	106.4
6	IMD Business School	CH	154,454	81%	106.3
7	University of Oxford: Said	UK	148,738	82%	104.6
8	Zurich Elite Business School	CH	117,145	100%	102.5
9	Cranfield School of Management	UK	123,146	92%	100.7
10	SDA Bocconi School of Management	IT	126,614	87%	99.1
11	Warwick Business School	UK	113,791	95%	98.8
12	Imperial College Business School	UK	119,354	88%	96.7
13	Mannheim Business School	DE	104,769	95%	95.4
14	City, University of London, The Business School (formerly Cass)	UK	122,948	83%	95.0
15	University of St Gallen	CH	134,184	75%	94.7
16	Alliance Manchester Business School	UK	126,652	76%	92.8
17	University College Dublin Smurfit	IE	110,870	86%	92.3
18	The Lisbon MBA Catolica / Nova	PT	113,595	81%	90.7
19	Essec Business School*	FR	100,161	67%	76.8
20	Vlerick Business School*	BE	97,960	62%	73.7

* Values not available for all years: Vlerick Business School only 2017, IE Business School only 2017 and 2019, Essec Business School only 2018 and 2019

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