

Henley Management College becomes one of only two business schools in the world to be ranked in the top 10 for both its full time and distance learning MBA programmes by the Economist Intelligence Unit



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Press Release Summary: Henley Management College becomes one of only two business schools in the world to be ranked in the top 10 for both its full time and distance learning MBA programmes by the Economist Intelligence Unit

Press Release Body: **Henley Management College** is one of only two business schools in the world to be ranked in the top 10 for both its full time and **distance learning MBA programmes by the Economist Intelligence Unit (EIU).**

In the **EIU's** first ranking of [distance learning MBA programmes](#) (Jan 08), [Henley Management College](#) received the top score for student rating of programme content. The new ranking takes into

account three basic criteria to judge schools; programme content, quality of fellow students and distance learning elements. The **EIU** recognises that much of the quantitative data used to rank full time [MBA programmes](#) is of little use when it comes to distance learning. Salary data, for example, is less important because programme members do not use the distance learning MBA as a career break. Many will continue in their **pre-MBA employment**.

*"We're delighted that the **EIU** has recognised that there is no variation in the high quality of our MBA programmes, whatever their method of delivery. We're particularly pleased with **Henley's** high placement in the **EIU** rankings as 60% of this ranking is based on a survey of actual programme members with only 40% based on quantitative data supplied by the schools therefore providing a good reflection of perceived value from our customer base,"* says **Neil Gibbons, Executive Director of Open Enrolment Programmes at Henley**.

The **EIU** rankings also recognise that as much of a distance learning programme is studied alone, a sense of connection to the school and good virtual learning materials are therefore essential. **Matty Smith, Henley's Senior Development Fellow** in the School of Management Knowledge and Learning is the College's senior advisor on the application of emerging technologies in the context of management learning. Matty works with clients and colleagues to develop technology-enabled group working techniques to enhance virtual team working.

About Henley Management College
Henley Management College is one of the top-ranked [business schools](#) in the world and, founded in 1945, is one of the longest established and the world's third largest supplier of **MBA education**.

Henley was one of the first business schools to achieve triple accreditation (**AMBA, EQUIS, AACSB**) in the UK.

Henley has produced the most DBA graduates in Europe.

The College delivers business education to managers in more than 112 countries worldwide with in excess of 5,400 people studying for a Henley MBA at any one time.

The **EIU** September 2007 rankings, ranked **Henley's** full time **MBA** as No 2 in the UK, No 5 in Europe and No 10 in the world.

The **EIU** January 2008 rankings, ranked **Henley's** distance learning MBA No 2 in the UK and No 6 in the world.

Henley's Modular MBA was ranked 1st in the UK and 6th in the world (**ahead of INSEAD and IMD**) for Career progression in the **Financial Times** October 2007 rankings. Henley was also the 2nd biggest climber in the UK overall and the 6th biggest climber in the world, moving up 12 places compared with 2006.

Henley ranked 1st in the UK and 5th in Europe for new skills and learning in the 2007 Financial Times rankings of Executive Education. Henley also came 2nd in the UK and 5th in Europe for quality of participants on open programmes.

Web Site: <http://www.henleymc.ac.uk/>

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