



Press Release
For immediate release – 19/11/2010

Eduniversal Worldwide Business Schools Ranking 2010 Japanese Business Schools – Ranking 2010

School	Vote 2010	Vote 2009	Vote 2008
Japan			
5 Palmes - Universal Business School			
Keio University - Keio Business School (KBS)	1 st 282 ‰	1 st 314 ‰	1 st 290 ‰
Waseda University - Graduate School of Economics	2 nd 215 ‰	2 nd 186 ‰	2 nd 230 ‰
Hitotsubashi University - ICS - Graduate School of International Corporate Strategy	3 rd 141 ‰	3 rd 116 ‰	3 rd 106 ‰
4 Palmes - Top Business School			
The University of Tokyo - Faculty of Economics	1 st 296 ‰	1 st 287 ‰	1 st 249 ‰
Kyoto University - Graduate School of Economics, Faculty of Economics	2 nd 250 ‰	2 nd 252 ‰	= 2 nd 222 ‰
Kobe University - Graduate School of Business Administration	3 rd 238 ‰	3 rd 240 ‰	4 th 182 ‰
Nagoya University of Commerce & Business (NUCB)	4 th 206 ‰	4 th 213 ‰	= 2 nd 222 ‰
International University of Japan (IUJ) - Business School	5 th 167 ‰	6 th 143 ‰	5 th 153 ‰
Tokyo University of Science (TUS) - School of Management	6 th 134 ‰	5 th 159 ‰	= 1 st 96 ‰
3 Palmes - Excellent Business School			
Kansai University - Graduate School of Economics	1 st 74 ‰	2 nd 78 ‰	= 1 st 96 ‰
Hokkaido University - Graduate School of Economics and Business Administration	= 2 nd 67 ‰	1 st 85 ‰	5 th 57 ‰
Ritsumeikan Asia Pacific University (APU) - Graduate School of Management	= 2 nd 67 ‰	3 rd 74 ‰	3 rd 78 ‰
Meiji University - Graduate School of Global Business	4 th 63 ‰	= 4 th 58 ‰	6 th 49 ‰
Hosei University - Graduate School of Business Administration	5 th 60 ‰	7 th 54 ‰	2 nd 49 ‰
Tohoku University - Graduate School of Economics and Management	6 th 58 ‰	8 th 47 ‰	7 th 39 ‰
University of Tsukuba - Graduate School of Business Sciences	7 th 56 ‰	= 4 th 58 ‰	4 th 58 ‰
Aoyama Gakuin University - Graduate School of International Management	8 th 49 ‰	= 4 th 58 ‰	= 8 th 29 ‰
Kyushu University - Faculty of Economics	9 th 39 ‰	9 th 35 ‰	= 8 th 29 ‰
2 Palmes - Good Business School			
Rikkyo University - Graduate School of Business Administration	1 st 39 ‰	1 st 43 ‰	1 st 68 ‰
Doshisha University - Graduate School of Commerce	2 nd 30 ‰	2 nd 35 ‰	3 rd 29 ‰

Source: <http://eduniversal-ranking.com>

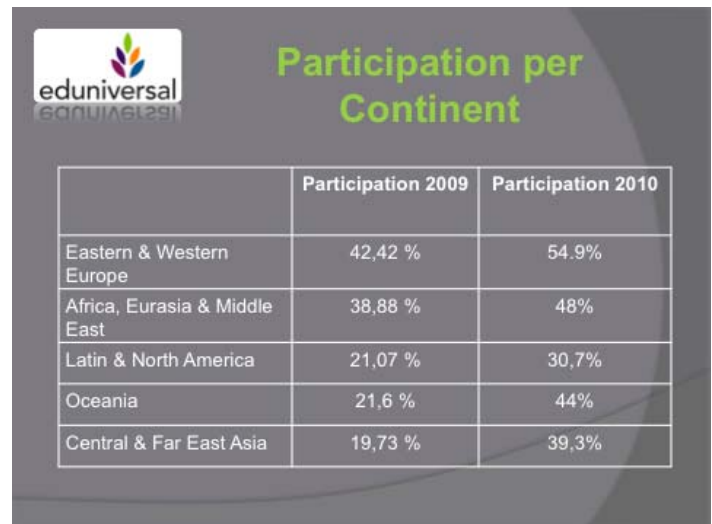
The barometer of the worldwide recognized Business Schools: Deans' Survey results 2010

From December 2009 to March 2010, each Dean or Director of the 1,000 best academic institutions was asked to participate in the survey - *The 2010 Deans' Vote*, concerning the Business Schools of the Eduniversal Official Selection in 153 countries.

Country by country, Deans were asked a simple question: *"Which business school(s) would you recommend to anyone wishing to study in this country?"* They were expected to answer knowingly, thus voting for every country was not mandatory.

The results of the Deans' Survey 2010 were announced officially at the 3rd Eduniversal World Convention that was held in Prague, Czech Republic, 28-30 October 2010. Every Dean's vote was converted into a recommendation rate that the students and all other actors of the academic field can use to evaluate and compare the academic institutions. The obtained recommendation rate by each school has a direct impact on the regional rankings of the 1000 Business Schools.

More than 70% of the countries involved in the Official Selection of the 1,000 Business Schools took part in the 2010 Deans' Voting session that makes today a truly universal political success!



Eduniversal Palmes: the distinction to global rankings of the Business Schools

The Eduniversal Palmes were elaborated according to a **complete and innovating methodology** that takes into account all the aspects of the Business Schools' influence on 3 different levels:

- **International recognition through accreditations, memberships and international, regional and local rankings**
- **International awareness through the votes of the 1,000 Deans**
- **The suggestions from the members of the International Scientific Committee**

The unprecedented Palmes give a clear and comprehensive vision of the international and local influence of the selected Business Schools. In other words, the purpose of these palmes is to compare objectively a school of a given country or continent to another one.

Following this unparalleled vote, the members of the **International Scientific Committee** composed of 9 independent experts, each recognized both in their academic zone of influence and internationally, built up the different categories of the Business Schools in accordance with precise market segments as follow:

100 schools in the 5 Palmes league		Universal Business School
200 schools in the 4 Palmes league		Top Business School
500 schools in the 3 Palmes league		Excellent Business School
200 schools in the 2 Palmes league		Good Business School
100 schools in the 1 Palme league		Local Reference

Figure 2: Subdivision of the Palmes

Eduniversal-ranking.com: the first on-line orientation tool for the students

In October 2010, Eduniversal launched a new version of its website: www.eduniversal-ranking.com that has created a genuine revolution into the global educative landscape since 2007.

The website www.eduniversal-ranking.com publishes the **Eduniversal Official Selection** - a global map of **1,000 Business Schools** grouped by **9 academic zones** (Africa, North America, Latin America, Central Asia, Eurasia and the Middle East, Eastern Europe, Western Europe, Far Eastern Asia and Oceania) and cover a total of **153 countries**.

Eduniversal gives opportunity and possibility to all students across the world to find the training that suits them the most and that will open the doors toward a future of their dreams by choosing the best school according to their background and their means, in the region of their choice, and anywhere in the world.

About SMBG-EDUNIVERSAL:

Created in 1994, SMBG-Eduniversal is a leading consulting company in France, whose purpose is to advise students, business schools, as well as corporations regarding orientation, coaching, education engineering and recruitment. SMBG-Eduniversal has also developed a strong Media & Edition Department and offers to students and corporations quality and reliable tools such as websites (www.smbg.fr, www.meilleurs-masters.com, www.meilleurs-bachelors.com, www.meilleures-grandes-ecoles.com..) and its 13 free annual guidebooks of information. SMBG has been quoted on the Stock Exchange since March 2007 on the market of EURONEXT PARIS.

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