



eduniversal

FOR A WORLDWIDE VISION OF EDUCATION
www.eduniversal.com



EDUNIVERSAL is a worldwide system implemented by SMBG, a consulting firm in France with **14 years of experience consultancy in the field of Higher Education**.

EDUNIVERSAL is the answer to **the stakes of the internationalization of Education** and notably offers an **information platform** with a Selection of the 1000 best Business Schools worldwide.

EDUNIVERSAL's fundamental goal is to become a **universal key mark and the global window** of the 1,000 best academic institutions. A window conceived with the participation of the actors themselves.

The purpose of **EDUNIVERSAL** is to offer students a serious **referent** that reflects the international dimension of each School and therefore enables him to make the right decision regarding the choice of his future School.

As a matter of fact, **EDUNIVERSAL** represents the "crossroads" of traditionally recognized Business Schools and those that, on a local or regional scale, train the future Executives of local and international companies.

So far, the existing works and tools (rankings, labels, classifications, specialized inquiries ...) have only focused on certain geographic zones or have privileged certain categories of criteria.

In a context of globalized and fast-evolving education, a system which enables to give an exhaustive view and a useful mapping to satisfy all the ambitions of international mobility becomes a key tool in decision-making for both students and Schools, as well as for developing companies.





After months of investigation, the International Scientific Committee gathered on **October 15th, 2007** in Paris and published the **EDUNIVERSAL Official Selection** of the **1,000 best Business Schools** worldwide that covers 97% of the global population representing 153 countries.

It is an **International Scientific Committee** composed of **9 independent experts** and one member of the **Academic Council of the United Nations System (ACUNS)**.

The 9 academic zones are represented each by one of the members of the I.S.C. (**Africa, Northern America, Latin America, Central Asia, Eurasia and Middle-East, Eastern Europe, Western Europe, Far Asia, Oceania**). This Selection was made according to very precise criteria such as :

- The international influence and reputation of the School
- The quality of the programs
- The quality of the teachers
- The accreditations and labels obtained by the Schools
- The State recognition, the results in the main rankings
- Their membership in different international associations



By Whom?



- **Students** : **eduniversal.com** promotes the mobility of students and enables them to choose the best School according to their background and their financial resources in the region of their choice , in the whole world.
- **The Schools of the Eduniversal Official Selection:** **eduniversal.com** helps the schools to optimize the recruitment of foreign students thanks to a better visibility (dean's message, school cards, program cards ...) towards future international students through a selective process and online pre-registration. This guarantees an unceasing recruitment for the 1,000 best Business Schools , through the website.
- **Companies and HR departments:** **eduniversal.com** gives the means to international companies and corporations to identify very quickly the best local and/or global Schools, where they can recruit the talented and skillful collaborators they need or where to send them for a training session.



For Whom?



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Political legitimacy

- An international Scientific Committee with academic recognition
- Rates built from the votes of the Peers: Deans of the 1,000 best Business Schools worldwide
- Presence of the Academic Council of the United Nations System - ACUNS
- Institutional support of different countries, locally and through diplomatic representations.

Clear information for the two main protagonist

- Under graduate and Graduate Students
- Business Schools and partners of the economic sphere

Geographic and Institutional dimension

- More than 150 countries represented
- Links with major international student's associations
- A huge forum of students all over the world

www.eduniversal.net

The Deans' Vote : The evaluation by the peers

Each Dean of the Schools and Universities of the Eduniversal Official Selection has the power to vote to recommend other Schools.

This vote is estimated with a recommendation rate that the student can use to get information about Schools or compare them

Register on www.eduniversal.net

- Attribution of a login and password
- Enter to a private space dedicated to each school or university

Voting process

- Give your recommendations for each and every country
- Participate in the final rank and rates given to all the institutions of the Selection.

Closing the vote process

- All year long
- Closing date December 31ST 2008**

It takes thousands of hours of research and a comprehensive study of over 4,000 business schools to finally choose 1,000 of them that covered over 97% of the world's population in more than 150 countries.

How?



www.eduniversal.biz

Eduniversal, the Selection of the 1,000 best Business Schools worldwide, offers the possibility to present the selected schools and their programs in the most exhaustive way.

This information will be accessible to international students looking for studies abroad, universities all over the world, international companies and organizations, as well as international media.



❖ PROGRAM CARD

The program card refers to the programs offered by the business school



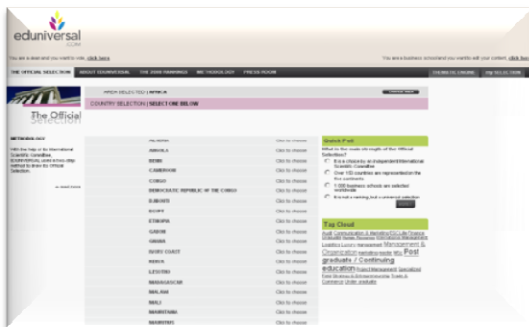
❖ SCHOOL CARD

The School Card offers a general presentation of your school



❖ ACEDMIC BODY CARD
❖ ASSOCIATION CARD...

contact@eduniversal.com



The only tool that confers a universal vision of the world of education and puts forward a synthesis of the existing information and rankings

Where?



The Palmes and Trophy Awards :

The Eduniversal Palmes emphasize the level of international influence of every School. They are awarded following the works of investigation of the International Scientific Committee.

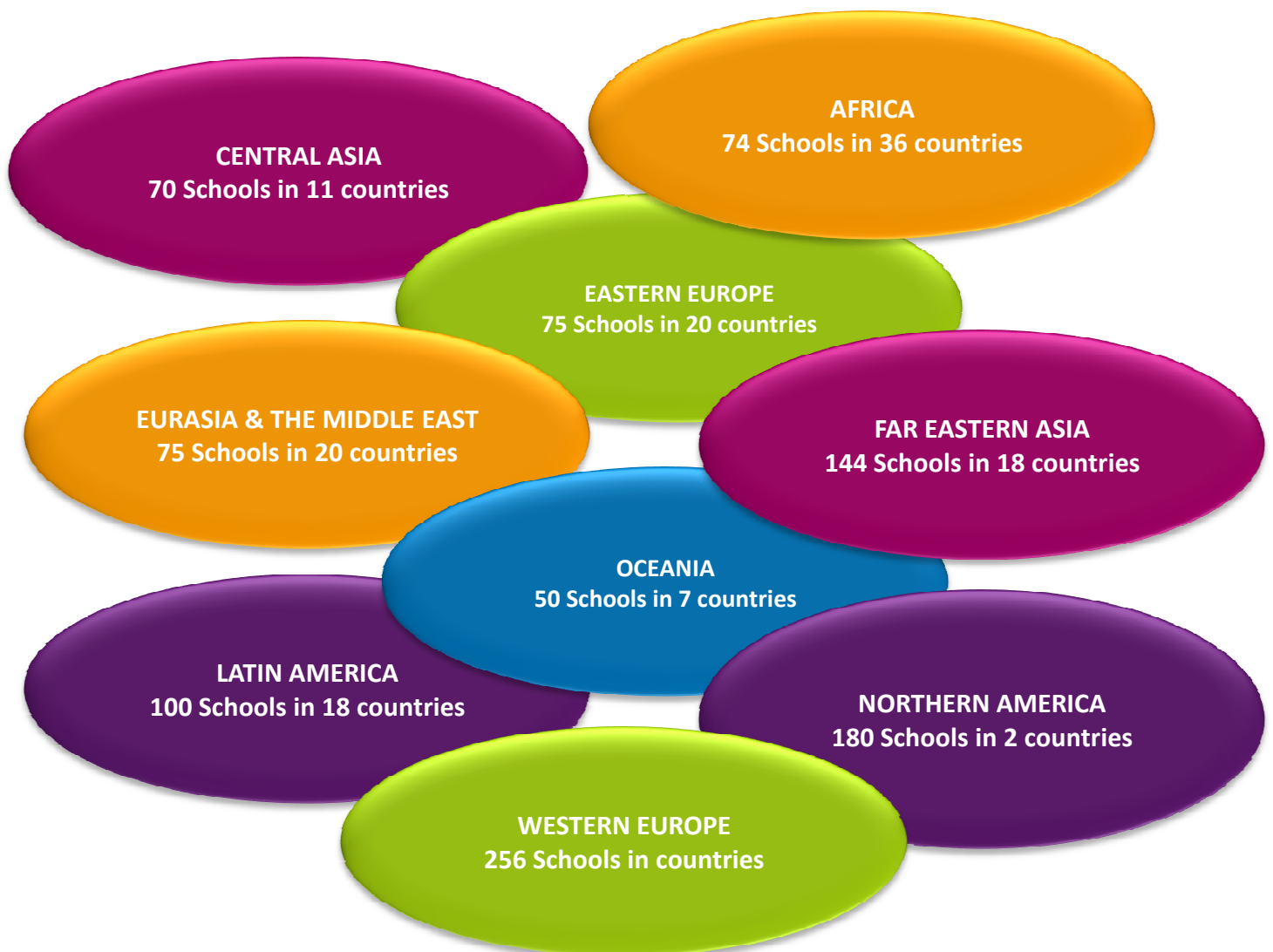
These Palmes give a clear idea of the position of each School inside the Official Selection, as well as within its country, geographic zone or even on an international scale.



5 Palmes : Universal Influence	
4 Palmes : International Influence	
3 Palmes : Strong Regional Influence	
2 Palmes : Strong Local Influence and/or with privileged continental links	
1 Palme : National Influence	



Distribution of Schools and Universities by Geographical Regions



The 9 expert members of the International Scientific Committee

AFRICA



Prof. Eon Smit is director of the University of Stellenbosch business school (South Africa). He is also former president of SABSA (South African Business School Association), founding member of AABS (Association of African Business Schools), and member of the advisory board of Hull University Business School (U.K.).

CENTRAL ASIA



Prof. Aneeta Madhok Dr. Aneeta Madhok (PhD, CMC, GPHR) is Director at Open Spaces Consulting and has been the Dean (Center for Human Resources) at S.P. Jain Center of Management, Dubai and Singapore and Dean (School of Business) at NMIMS University in India. She is a member of the Executive Committee of the International Council of Management Consulting Institutes (ICMCI) and is a global expert on Management Education specially in the areas of Human Resources and Management Consulting

EASTERN EUROPE



Prof. Virginijus Kundrotas is a Founding President of ISM University of Management & Economics (Lithuania). After 9 years working in this position he is currently having a Sabatical year from July 1, 2008. Specialized in business ethic and leadership, he is also president of BMDA (Baltic Management Development Association), vice-president of CEEMAN (Central and East European Management Development Association), and member of the EQUIS accreditation committee.

EURASIA AND THE MIDDLE EAST



Prof. Nehme Azoury occupies the position of dean of the faculty of management of Université Saint-Esprit de Kaslik (Lebanon). In addition, he is the Secretary General of the Arab Society of Faculties of Business Administration. Former consultant, he is the editor of the electronic magazine of USEK-AUF, the agency of French-speaking world universities, and has been the editor of the Arab Economic Business Journal. He also lectures in the fields of marketing and strategy.

FAR EASTERN ASIA



Prof. Sung Joo Park is the former VP and dean of KAIST Graduate Management School (South Korea).

He is currently a professor at the KAIST Business School. Holding a PhD from Michigan State University, he has also been the founding president of AAPBS (Association of Asia-Pacific Business Schools), and served as a board member of the AACSB and is a board member of the GFME (Global Foundation for Management Education).

LATIN AMERICA



Prof. Edson Luiz Riccio is a well-established researcher and an associate professor at the University of Sao Paulo (Brazil), where he holds many responsibilities, including: president of the International Cooperation Office of the faculty of economics and management (FEA-USP), and director of TECSI, a research laboratory on technology and information system.

NORTH AMERICA



With a M.S. degree at Stanford University (U.S.A.) after an engineering degree at Ecole Centrale Paris (France), **Prof. Michel Nedzela** is an associate dean and associate professor of the Telfer School of Management at the University of Ottawa (Canada). Besides his involvement in different academic projects in the Maghreb, he is also an associate dean at Euromed Marseille (France), and the academic director of the Bucharest School of Management (Romania).

OCEANIA



Prof. Michael Wood just retired after eight years as executive dean of Curtin Business School (Australia) which became under his mandate the first Australian business school to receive international accreditations (EQUIS, 2001). Holding a PhD from University of Western Australia, he has specialized in the field of management in the public sector and has a 17 years experience in teaching and research in several business schools and 4 Australian universities.

WESTERN EUROPE



Mr. Axel Schumacher is associate dean for international relations of the European Business School, International University Schloss Reichartshausen (EBS) in Oestrich-Winkel /Wiesbaden (Germany). Previously, he was director international programmes of WHU, Otto Beisheim School of Management (Germany). Axel is working in the field of international relations since 18 years and created more than 170 business school co-operations in 40 countries around the globe, including 30 dual degree agreements on the undergraduate and graduate levels.

PALMES BY ZONE