

TOP 50

ets and the city: fake town built for training



Welcome to Baruzia! Where? Baruzia, a fictional country modelled on the rapidly growing economies in Asia or Africa. This is not the latest Hollywood movie, fantasy TV blockbuster or hot-em-up video game franchise. It will be home for five days of a group of 24 up-and-coming executives enrolled on the latest management programme from Duke University's Executive Education.

Baruzia has been developed on a set in San Diego (pictured). Ironically, this extreme simulation world, where some 50 actors play the offices, marketplace and government buildings, is intended to immerse course participants in a "real" environment.

As Mike Canning, president of Duke CE, explains, Baruzia was created to take executives out of their comfort zone to help them

deal with the challenges business now faces. "Challenges are less familiar, knowledge is less reliable. We need to create a place for people to practice so they can change the business."

Traditional executive courses no longer fit the bill, he says. "The level and type of change that is occurring is not what we have trained people for. We can't sit people down and teach them a few things and everything will be OK."

The Baruzia simulation is just one week in an 18-week programme developed by Duke CE and known as Quest. In the programme participants will combine online study and a company project with two immersions: the fantasy world of Baruzia and the real world of Kuala Lumpur, in Malaysia. Duke CE has worked with cultural anthropologists, neuroscientists and negotiation specialists to develop the programme. - Della Bradshaw



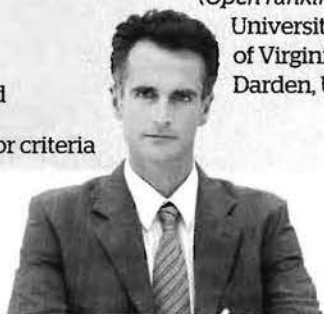
or money
(ranked)

Paris, France

Aims achieved
(Open ranking)
IMD, Switzerland

Faculty
(Open ranking)
University
of Virginia:
Darden, US

ys (p27&29) and methodology (p30) for criteria



→ EXECUTIVE EDUCATION The top 50 schools in 2014

School	Custom rank	Open rank
HEC Paris	2	3
Insead Business School	3	6
IMD	5	1
Center for Creative Leadership	4	9
Esade Business School	6	9
University of Chicago: Booth	15	2
Stanford Graduate School of Business	8	8
London Business School	9	13
Harvard Business School	18	6
Insead	21	5
University of Virginia: Darden	32	3
Cranfield School of Management	7	26
Thunderbird School of Global Management	22	14
University of Oxford: Saïd	23	15
Essec Business School	25	12
Washington University: Olin	24	17
University of Michigan: Ross	33	11
Northwestern University: Kellogg	28	16
SDA Bocconi	11	31
University of Pennsylvania: Wharton	26	19
Fundação Dom Cabral	27	23
IE Business School	14	35
Ashridge	16	33
UCLA: Anderson	36	20
University of Toronto: Rotman	42	20
Columbia Business School	37	25
ESMT - European School of Mgt and Technology	51	18
Western University: Ivey	45	22
Ceibs	34	29
Edhec Business School	19	46
MIT: Sloan	31	30
University of St Gallen	43	27
Stockholm School of Economics	29	37
Vlerick Business School	38	36
Henley Business School	50	31
Universidad de los Andes	47	34
Melbourne Business School, Mt Eliza	40	43
IAE Business School	39	47
Inspira	52	38
EMLyon Business School	41	50
York University: Schulich	57	39
University of Pretoria, GIBS	53	42
ESCP Europe	56	41
Incae Business School	55	43
Católica-Lisbon School of Business and Economics	61	40
Xiamen University School of Management	46	53
Australian School of Business (AGSM)	59	50
Aalto University	54	52
NHH	71	45
EADA Business School Barcelona	66	57

Footnotes

This table is compiled from the scores underlying the Financial Times Executive Education 2014 open enrolment and custom rankings, rather than the printed rankings. Schools must feature in both rankings to qualify for this table. Both sets of data are given equal weight, but the overall result is therefore not equal to the average of the two printed figures for each school.