

3rd **FDC**
INTERNATIONAL
ADVISORY COUNCIL
MEETING



EMERSON DE ALMEIDA
AUGUST 15th, 2011



3rd **FDC**
INTERNATIONAL
ADVISORY COUNCIL
MEETING



CREATING A **GLOBAL BRAND** FOR FDC





ALLIANCES WITH
INTERNATIONAL SCHOOLS
AND INSTITUTIONS

PARTICIPATION IN
**INTERNATIONAL
RANKINGS** AND ACCREDITATIONS

CREATION OF THE
**INTERNATIONAL
ADVISORY COUNCIL**

USA



Kellogg
School of Management

WITH **OTHE**

FRANCE

INSEAD

The Business School
for the World®

OLS



LATIN AMERICA



UNIVERSIDAD DE CHILE



PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ

BRICS



SKOLKOVO
Moscow School of Management



FUNDAÇÃO DOM CABRAL



DEVELOPING EXECUTIVES AND COMPANIES

RANKINGS, ACCREDITATIONS AND INTERNATIONAL INSTITUTIONS





2011 RANKING EXECUTIVE PROGRAMS

RANK	SCHOOL
1	HEC Paris
2	Harvard Business School
3	Iese Business School
4	IMD
5	FUNDAÇÃO DOM CABRAL
6	Center for Creative Leadership
7	Esade Business School
8	Essec Business School
9	Thunderbird School of Global Management
10	Insead
11	University of Oxford: Saïd
12	University of Pennsylvania: Wharton
13	University of Virginia: Darden
14	IE Business School
15	Columbia Business School
16	Cranfield School of Management
17	European School of Management and Technology
17	London Business School
19	University of Chicago: Booth
20	University of Western Ontario: Ivey
21	Stanford University GSB
22	Northwestern University: Kellogg
23	Ipade
24	Ashridge
25	Insper



2011 RANKING EXECUTIVE PROGRAMS

	2004	2005	2006	2007	2008	2009	2010	2011
Executive Education		22 nd	19 th	20 th	16 th	13 th	6 th	5 th
Open Programs		22 nd	19 th	17 th	15 th	13 th	9 th	10 th
Customized Programs	39 th	25 th	30 th	27 th	29 th	16 th	8 th	3 rd



2011 RANKING OPEN PROGRAMS

RANK IN 2011	SCHOOL	COUNTRY	PREPARATION	COURSE DESIGN	TEACHING MATERIALS	FACULTY	QUALITY OF PARTICIPANTS	NEW SKILLS & LEARNING	FOLLOW-UP	AIMS ACHIEVED	FOOD & ACCOMMODATION	FACILITIES	WOMEN PARTICIPANTS (%)	INTERNATIONAL PARTICIPANTS	REPEAT BUSINESS & GROWTH	INTERNATIONAL LOCATION	PARTNER SCHOOLS	FACULTY DIVERSITY
1	Iese Business School	Spain	16	15	16	16	24	3	2	6	10	2	44	19	10	2	1	1
2	Harvard Business School	U.S.A.	4	5	3	7	1	7	9	2	4	8	21	2	30	20	3	27
2	Thunderbird School of Global Management	U.S.A.	1	1	1	2	4	6	21	4	26	13	59	34	57	1	40	9
4	IMD	Switzerland	6	8	9	8	3	9	8	1	7	1	17	4	20	35	26	2
5	University of Virginia: Darden	U.S.A.	2	2	2	1	10	2	18	3	2	3	30	31	6	59	33	60
6	London Business School	U.K.	5	11	13	9	5	17	7	7	3	6	25	8	40	57	33	12
7	HEC Paris	France	19	23	7	5	14	8	16	9	24	35	31	10	13	10	22	4
8	Essec Business School	France/Singapore	9	12	8	23	15	5	1	12	23	4	48	26	49	7	37	26
9	Center for Creative Leadership	U.S.A./Belgium/Singapore	11	3	5	4	16	13	11	11	16	21	40	23	16	9	42	49
10	FUNDAÇÃO DOM CABRAL	BRAZIL	13	6	12	20	32	11	14	18	6	5	30	50	3	16	4	30



2011 RANKING OPEN PROGRAMS

RANK IN 2011	SCHOOL	COUNTRY	PREPARATION	COURSE DESIGN	TEACHING MATERIALS	FACULTY	QUALITY OF PARTICIPANTS	NEW SKILLS & LEARNING	FOLLOW-UP	AIMS ACHIEVED	FOOD & ACCOMMODATION	FACILITIES	WOMEN PARTICIPANTS (%)	INTERNATIONAL PARTICIPANTS	REPEAT BUSINESS & GROWTH	INTERNATIONAL LOCATION	PARTNER SCHOOLS	FACULTY DIVERSITY
1	Iese Business School	Spain	16	15	16	16	24	3	2	6	10	2	44	19	10	2	1	1
2	Harvard Business School	U.S.A.	4	5	3	7	1	7	9	2	4	8	21	2	30	20	3	27
2	Thunderbird School of Global Management	U.S.A.	1	1	1	2	4	6	21	4	26	13	59	34	57	1	40	9
4	IMD	Switzerland	6	8	9	8	3	9	8	1	7	1	17	4	20	35	26	2
5	University of Virginia: Darden	U.S.A.	2	2	2	1	10	2	18	3	2	3	30	31	6	59	33	60
6	London Business School	U.K.	5	11	13	9	5	17	7	7	3	6	25	8	40	57	33	12
7	HEC Paris	France	19	23	7	5	14	8	16	9	24	35	31	10	13	10	22	4
8	Essec Business School	France/Singapore	9	12	8	23	15	5	1	12	23	4	48	26	49	7	37	26
9	Center for Creative Leadership	U.S.A./Belgium/Singapore	11	3	5	4	16	13	11	11	16	21	40	23	16	9	42	49
10	FUNDAÇÃO DOM CABRAL	BRAZIL	13	6	12	20	32	11	14	18	6	5	30	50	3	16	4	30



2011 RANKING OPEN PROGRAMS

FUNDAÇÃO DOM CABRAL

PREPARATION	13
COURSE DESIGN	6
TEACHING MATERIALS	12
FACULTY	20
QUALITY OF PARTICIPANTS	32
NEW SKILLS & LEARNING	11
FOLLOW-UP	14
AIMS ACHIEVED	18
FOOD & ACCOMMODATION	6
FACILITIES	5
WOMEN PARTICIPANTS (%)	30
INTERNATIONAL PARTICIPANTS	50
REPEAT BUSINESS & GROWTH	3
INTERNATIONAL LOCATION	16
PARTNER SCHOOLS	4
FACULTY DIVERSITY	30



2011 RANKING OPEN PROGRAMS

FUNDAÇÃO DOM CABRAL

PREPARATION	13
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QUALITY OF PARTICIPANTS	32
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WOMEN PARTICIPANTS (%)	30
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FUNDAÇÃO DOM CABRAL

PREPARATION	13
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TEACHING MATERIALS	12
FACULTY	20
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NEW SKILLS & LEARNING	11
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AIMS ACHIEVED	18
FOOD & ACCOMMODATION	6
FACILITIES	5
WOMEN PARTICIPANTS (%)	30
INTERNATIONAL PARTICIPANTS	50
REPEAT BUSINESS & GROWTH	3
INTERNATIONAL LOCATION	16
PARTNER SCHOOLS	4
FACULTY DIVERSITY	30



2011 RANKING CUSTOMIZED PROGRAMS

RANK IN 2011	SCHOOL	COUNTRY	RANKING CRITERIA														
			PREPARATION	PROGRAMME DESIGN	TEACHING METHODS & MATERIALS	FACULTY	NEW SKILLS & LEARNING	FOLLOW-UP	AIMS ACHIEVED	FACILITIES	VALUE FOR MONEY	FUTURE USE	INTERNATIONAL CLIENTS	INTERNATIONAL PARTICIPANTS	OVERSEAS PROGRAMMES	PARTNER SCHOOLS	FACULTY DIVERSITY
1	Duke Corporate Education	U.S.A./South Africa/U.K./India	1	1	1	3	5	14	3	11	7	5	8	10	2	4	14
2	HEC Paris	France	2	2	2	1	1	1	1	14	1	4	20	11	26	9	5
3	FUNDAÇÃO DOM CABRAL	BRAZIL	3	3	5	8	3	2	7	2	2	3	49	41	50	7	37
4	Harvard Business School	U.S.A.	5	6	3	2	2	27	2	3	4	10	13	12	47	12	28
5	Esade Business School	Spain	9	4	7	4	15	12	9	12	9	6	7	6	13	13	31
6	IMD	Switzerland	6	13	6	7	11	20	6	6	12	11	10	4	32	39	1
7	Iese Business School	Spain	10	15	13	18	19	8	16	7	19	8	2	9	5	3	2
8	Boston University School of Management	U.S.A.	4	5	4	5	7	16	8	4	3	1	21	38	56	20	23
9	Insead	France/Singapore	15	19	14	16	18	30	13	20	27	19	3	8	16	1	3
10	Center for Creative Leadership	U.S.A./Belgium/Singapore	21	26	11	9	10	28	4	1	13	7	50	2	30	11	42



2011 RANKING CUSTOMIZED PROGRAMS

RANK IN 2011	SCHOOL	COUNTRY	PREPARATION	PROGRAMME DESIGN	TEACHING METHODS & MATERIALS	FACULTY	NEW SKILLS & LEARNING	FOLLOW-UP	AIMS ACHIEVED	FACILITIES	VALUE FOR MONEY	FUTURE USE	INTERNATIONAL CLIENTS	INTERNATIONAL PARTICIPANTS	OVERSEAS PROGRAMMES	PARTNER SCHOOLS	FACULTY DIVERSITY
1	Duke Corporate Education	U.S.A./South Africa/U.K./India	1	1	1	3	5	14	3	11	7	5	8	10	2	4	14
2	HEC Paris	France	2	2	2	1	1	1	1	14	1	4	20	11	26	9	5
3	FUNDAÇÃO DOM CABRAL	BRAZIL	3	3	5	8	3	2	7	2	2	3	49	41	50	7	37
4	Harvard Business School	U.S.A.	5	6	3	2	2	27	2	3	4	10	13	12	47	12	28
5	Esade Business School	Spain	9	4	7	4	15	12	9	12	9	6	7	6	13	13	31
6	IMD	Switzerland	6	13	6	7	11	20	6	6	12	11	10	4	32	39	1
7	Iese Business School	Spain	10	15	13	18	19	8	16	7	19	8	2	9	5	3	2
8	Boston University School of Management	U.S.A.	4	5	4	5	7	16	8	4	3	1	21	38	56	20	23
9	Insead	France/Singapore	15	19	14	16	18	30	13	20	27	19	3	8	16	1	3
10	Center for Creative Leadership	U.S.A./Belgium/Singapore	21	26	11	9	10	28	4	1	13	7	50	2	30	11	42



“The rise of FDC in the ranking ... is testament to the high regards in which customers hold the bespoke programs it has developed over the past three years”.

“Impressively, FDC features in the TOP 10 for each of the ranking criteria decided by program purchasers”.

“Of the 33 companies that gave feedback on FDC’s customized programs, 85% said they would definitely use the school again, with the remaining 15% “very likely” to do so”.



2011 RANKING CUSTOMIZED PROGRAMS

FUNDAÇÃO DOM CABRAL

PREPARATION	3
PROGRAMME DESIGN	3
TEACHING METHODS & MATERIALS	5
FACULTY	8
NEW SKILLS & LEARNING	3
FOLLOW-UP	2
AIMS ACHIEVED	7
FACILITIES	2
VALUE FOR MONEY	2
FUTURE USE	3
INTERNATIONAL CLIENTS	49
INTERNATIONAL PARTICIPANTS	41
OVERSEAS PROGRAMMES	50
PARTNER SCHOOLS	7
FACULTY DIVERSITY	37



2011 RANKING CUSTOMIZED PROGRAMS

FUNDAÇÃO DOM CABRAL

PREPARATION	3
PROGRAMME DESIGN	3
TEACHING METHODS & MATERIALS	5
FACULTY	8
NEW SKILLS & LEARNING	3
FOLLOW-UP	2
AIMS ACHIEVED	7
FACILITIES	2
VALUE FOR MONEY	2
FUTURE USE	3
INTERNATIONAL CLIENTS	49
INTERNATIONAL PARTICIPANTS	41
OVERSEAS PROGRAMMES	50
PARTNER SCHOOLS	7
FACULTY DIVERSITY	37



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PREPARATION	3
PROGRAMME DESIGN	3
TEACHING METHODS & MATERIALS	5
FACULTY	8
NEW SKILLS & LEARNING	3
FOLLOW-UP	2
AIMS ACHIEVED	7
FACILITIES	2
VALUE FOR MONEY	2
FUTURE USE	3
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FDC
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THANK YOU

