



## Critique of rankings Ì Out of touch with changing demands?

- “ Provide income and market value for graduates
- “ Reputational and market value for B-Schools
- “ Profound influence on B-Schools . they produce a competitive field
  
- ? Ranking management and gaming the system
- ? Reduce student perspective to salary and placement expectations (60-70%)
- ? Why then should society pay for a (public) B-School education
- ? Learning and educational quality, but also the student voice are disregarded
- ? More «business» than «school»
- ? Are B-Schools and rankings increasingly out of touch with changing societal demands

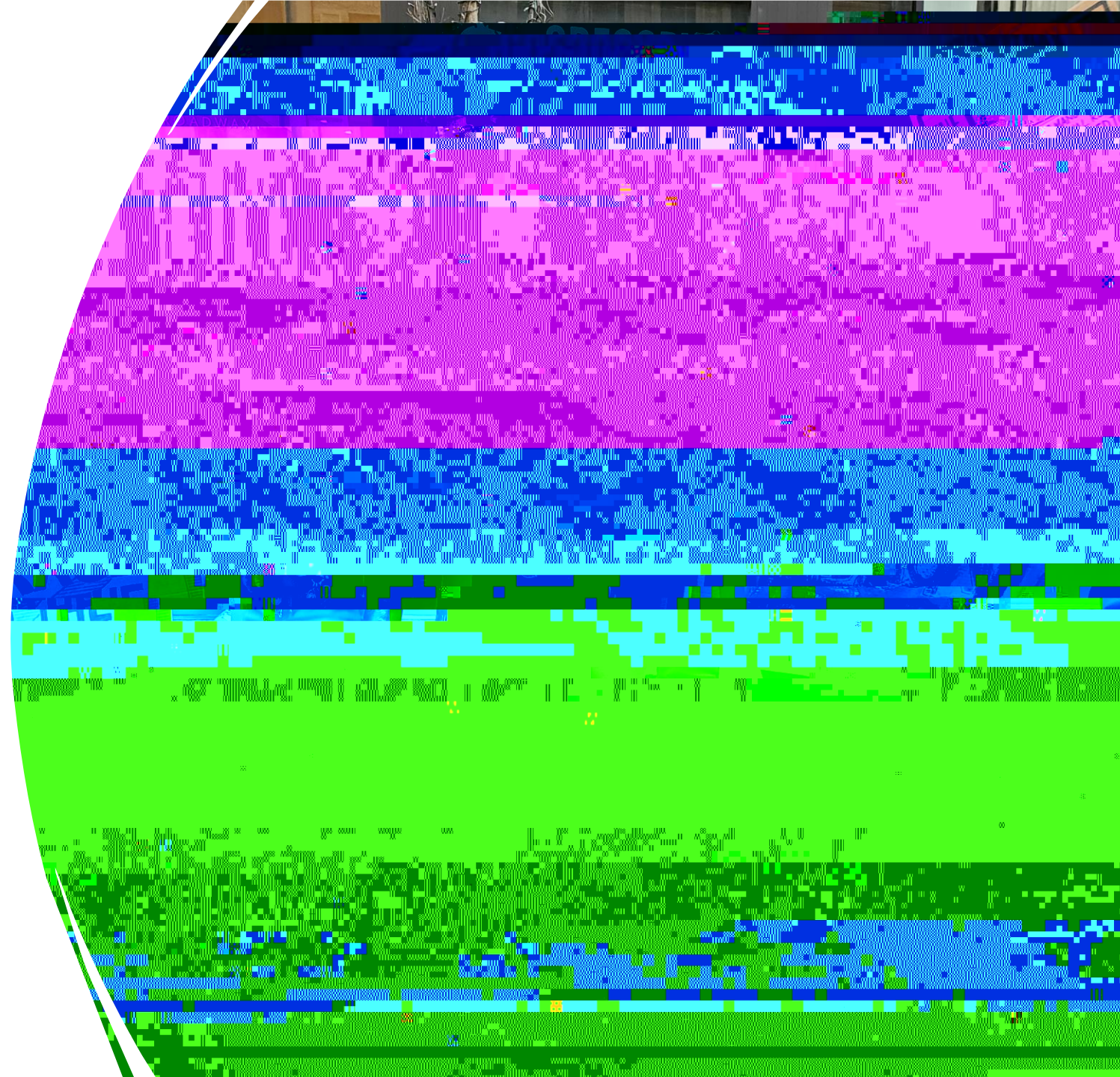
## Societal Impact and Purpose as new key topics in the B-School landscape

- “ The overarching role of the **United Nations**: UN SDGs, UN GC, UN PRME
- “ Integrating societal impact into **research**: RRBM ([www.rrbm.net](http://www.rrbm.net)), NBS ([www.nbs.net](http://www.nbs.net))
- “ Integrating societal impact into **rankings**:
  - Corporate Knights Better World MBA Ranking
  - Times Higher Education University Impact Ranking
- “ Integrating societal impact into **accreditations**
  - EQUIS (2013): Chapter 9 on ERS, transversal application
  - %

AACSB (2020): two Guiding Principles on Ethics & Integrity and Societal Impact

# Why does it need the PIR? What is the idea behind the PIR?

- “ Measuring the positive impact of business schools
- “ Capturing the voice of students
- “ From ranking to rating, from competition to collaboration
- “ Dual value proposition



# The Positive Impact Rating Model

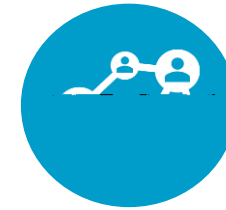
3 areas, 7 dimensions, 20 questions, scale 1 to 10



Energizing



Educating



Engaging



Governance



Culture



Programs



Learning Methods



Student support



Institution as a  
role model



Public Engage-  
ment

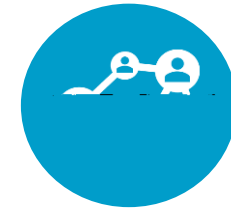
# The Positive Impact Rating Model: Best, *average* and *lowest* and performing dimensions



Energizing



Educating



Engaging

# Capturing the voice of students: STOP doing

I should STOP doing:	What my school should do:
1. Stop waste on campus: (plastic, paper exams, lights on at night, air conditioning, etc.)	1. Stop using plastic water bottles
2. Stop ignoring us – we need support, and we have energy to change	2. Stop using plastic water bottles
3. Stop downplaying diversity and fairness	3. Stop using plastic water bottles
4. Stop punishing students with more work	4. Stop using plastic water bottles
5. Stop overloading us with work and admin processes	5. Stop using plastic water bottles
6. Stop using plastic water bottles	6. Stop using plastic water bottles

# Capturing the voice of students: START doing





# PIR RATING NOT RANKING

## SCHOOLS RATED BY LEVEL AND IN ALPHABETIC ORDER

# Dual Value Proposition

PIR as a rating tool and a tool for supporting school development

Rating tool

“ Capturing the voice of your students

”

# PIR supporting impact measurement and improvement

## Standard features

- ” Personalized dashboards
- ” Two . page snapshot of school results
- ” School data available as downloadable Excel-file

## Two new add-ons

- ” AACSB-compatible questions (4) . St. 9 «Engagement & Societal Impact»
- ” School-specific questions (4) . open

## Making good use of PIR results to create positive change

- $\frac{3}{4}$ Analyzing and using data for stakeholder discussions: students, faculty, staff
- $\frac{3}{4}$ Goals and strategies, programs, measurement, reporting

## How to move forward?

- “ As a first-time participant in the PIR BI should be congratulated for being so courageous and face the critical voice of your students
- “ This is an important first step in a journey of learning and development
- “ A next step could be to create a shared space with faculty and students to hear and collect the different voices and explore how to define next steps in clarifying your impact and possible strategies to move ahead
- “ It helps to have a core group of supporters from all levels of school
- “ Regular reporting to the whole school is important to keep them together

‡7KH 3,5 VXUYH\ ZLOO JLYH XV LQYDOXDEOH VWXGHQW IHGDFN RQ KRZ ZH

# Who is behind the PIR?

PIR association, endorsers & supporters, student organizations, partners

## PIR Association



Katrin Muff  
The Institute for  
Business Sust.

## PIR SUPERVISORY BOARD



Mathias Falkenstein/  
LUISS



Thomas Dyllick  
The Institute for  
Business Sust.



Carlo Giardinetti/  
Deloitte



Léo Gillard  
WWF CH



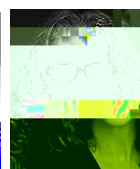
Carolin Lemke  
Oikos Internat.



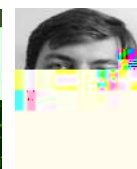
Ruth Mhlanga  
Oxfam GB.



JC Carteron  
Sulitest



Julia Christensen  
Hughes  
Yorkville Univ.



Jonas Haertle  
UNITAR



Antonio Hautle  
UNGC CH



Urs Jäger  
INCAE/VIVA  
IDEA



Dan LeClair  
GBSN



Clém. Robert  
Oikos Internat.



R. Schimmelpfenig/  
Fehr Advice

## PIR MANAGEMENT



Nikolay Ivanov



## Endorsed & supported

Environment



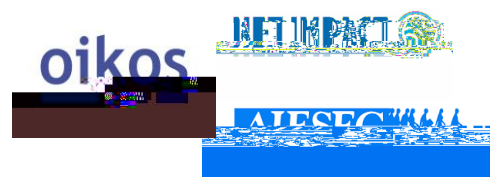
Society



Economy



## International Student Organizations



## Partners



FROM BEING THE BEST IN THE  
WORLD TO BEING THE BEST

Next:  
Frist Thursday of the Month  
September - December  
11:00-11:30 (45)

