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Financial Times ranks custom programs at UNC Kenan-Flagler among world's best

Custom executive programs offered by the University of North Carolina's Kenan-Flagler Business School were ranked 17th in the world and 7th in the United States by the *Financial Times* in its 2009 survey of the best non-degree programs for executives.

Additional high marks for Executive Development's custom programs at UNC Kenan-Flagler included:

- No. 1 for food and accommodations (for the third consecutive year)
- No. 8 for value for money
- No. 8 for facilities
- No. 10 for preparation
- No. 13 for program design
- No. 15 for aims achieved

Most of the weight of the ranking is based on surveys of each school's customers, said Susan Cates, associate dean of Executive Development at UNC Kenan-Flagler. "We are particularly pleased to note among the key factors that contributed to our position this year are program design and impact for our clients."

In 2008, the *Financial Times* ranked UNC Kenan-Flagler's custom programs 23rd globally and 13th in the United States.

"Despite the difficult economy, our custom revenues—driven by our strong relationships with existing and new custom clients—are up over 15 percent for the current fiscal year, a meaningful indication of the value that our clients see in our programs," said Cates.

Cates credited the UNC Kenan-Flagler faculty and Executive Development professional staff for their focus on the impact of the learning experiences for custom clients, as well as the staff of the Rizzo Center for their high degree of professionalism and hospitality that make it easy for executives to concentrate on learning. "Together we are helping executives deliver results and organizations compete more effectively," she said.

The 2009 custom ranking are available [online](#). In addition to the rankings, the *Financial Times* featured UNC Executive Development in two articles:

- "[Non-profit sector: Marching generals from bullets to bullet points](#)" featured UNC's program for U.S. Army generals.
- "[Food and lodging: Seasonal condiments add spice to classes](#)" discussed UNC Kenan-Flagler retaining its top place for food and accommodation for custom programs. It quoted Cates: "We are dealing with mid- to very senior level executives who have stressful jobs, travel a lot, and are taking time away to invest, and their company is investing, in their development," she says. "So you need a comfortable facility with nice rooms designed with the executive in mind, in a context where you are not competing with a sorority function, a wedding or a convention."

Cates told the *Financial Times* that UNC Kenan-Flagler delivers custom programs where clients want them to be, and in the past 18 months has offered them in India, China, Singapore, France, Germany and South Africa, along with other U.S. venues. "We very much focus on how to create that same Carolina experience when we are outside the Rizzo Centre," she told the global newspaper.