

MEDICIONES PÚBLICAS REALIZADAS POR ACTORES PRIVADOS: EL CASO DE LOS RANKINGS MBA

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ABSTRACT

In view of the growth of Masters degree programs in Business Administration (MBAs) currently available in the market, there is now a world-wide need for more detailed information on what is available. As a way to evaluate the differences, studies of a more commercial nature æcalled rankingsæ have developed. These studies attempt to assess, by using different analysis and measurement techniques, the quality and prestige of the internationally available MBA programs available. Rankings play a very important role in the Chilean context and provide crucial information since the market is in its initial stages and there is very little regulation over this kind of educational supply. The article describes international trends and the consequences in the national context and suggests some points to be taken into consideration in regulating this type of educational offers.