

**Data Source: Dataset for Vision, Mission Statements and Core Values of FT Ranked Top 100 Business Schools**

This dataset contains the vision, mission statements, and core values of Financial Times Ranked Top 100 Business Schools. FT ranks the Top Business Schools based on a comprehensive criterion. In this dataset, the vision, mission statements, and core values are analyzed for the desired characteristics and components using a content analysis technique. The statements were analyzed for the existence or absence of the characteristics and components. Core values are also part of this dataset. The dataset includes a total of 41 variables and 100 observations/entries.

The data for FT Ranked Top 100 Business Schools, their ranking, brand equity, and brand equity growth were extracted from Financial Times (FT) website. Whereas vision and mission statements of FT Ranked Top 100 Business Schools, and Year of the establishment were retrieved from their official websites. Using the measuring keywords identified each vision and mission statement was manually analyzed for the existence of components and characteristics of statements. A conditional formatting function in Microsoft Excel was used to highlight the keywords in each statement and observations were manually recorded as dichotomous input (Y/N) under respective variables<sup>1</sup>.

**Data Dictionary:**

<b>Column</b>	<b>Description</b>	<b>Potential Responses</b>
Rank in 2020	The Financial Times (FT) ranks the global top 100 Business Schools (MBA programs)	A ranked number from 1-100
School name	The name of the university	School names. An example is Harvard Business School.
No. of words	This has the word count of each mission statement from each school.	A range of numbers starting at 0
Mission Statements	The full mission statement of each school	E.g. “To have a profound impact on the way the world does business.”

[1] Ahmad, Shabir; Siddiqui, Kamran (2021), “Dataset for Vision, Mission Statements and Core Values of FT Ranked Top 100 Business Schools”, Mendeley Data, V1, doi: 10.17632/nrfg29kvn3.1

<p>Characteristics, includes:</p> <ul style="list-style-type: none"> <li>- Concern for public image</li> <li>- Philosophy</li> <li>- Inspiring</li> <li>- Values</li> <li>- Unique</li> <li>- Clear</li> </ul>	<p>These are characteristic measurements relating to the vision statement column. Examples of characteristics measured include unique and inspiring.</p>	<p>Responses in the characteristic columns are valued at Y/N (yes or no). A value of “Y” in Clear means the statement is clear.</p>
<p>Salary today (US\$)</p>	<p>Average salary for graduates from each school in USD</p>	<p>A numerical value ranging from 91,611 to 225,589</p>
<p>Employed at three months (%)</p>	<p>The percentage of graduates from each school that are employed three months after completion</p>	<p>A number represented out of 100. For example, 96% is represented by 96(100)</p>