Freeman on the rise in new rankings

September 26, 2024



Tulane University’s Freeman School of Business is on the rise in three new ranking surveys.

In each of the surveys — two for full-time MBA programs and one for undergraduate business programs — the Freeman School improved its position over last year’s ranking.

“Rankings are an incomplete and imprecise measure of the value of a business education, but I’m pleased to see the efforts we’ve made to enhance these programs reflected in these national surveys,” said Paulo Goes, dean of the Freeman School. “As we continue to implement our strategic plan, I’m confident we’ll continue to see improvements in student quality, placement success and institutional reputation.”

Most recently, on Sept. 24, U.S. News & World Report ranked the Freeman School at No. 40 on its list of the Best Undergraduate Business Programs, an increase of seven spots over last year’s ranking. The ranking was based on a survey of deans and senior faculty at peer institutions.

Earlier this month, Bloomberg ranked the Freeman full-time MBA program No. 58 on its list of Best Business School 2024–25, a rise of eight spots over last year’s ranking. In addition to the overall ranking, Freeman was ranked at No. 32 for entrepreneurship. The ranking was based on a survey of graduating students, recent alumni and MBA recruiters that encompassed compensation, learning, networking and entrepreneurship.

Also in September, Fortune ranked Freeman’s full-time MBA program No. 57 on its list of the Best MBA Programs for 2025, a rise of three spots over last year. The ranking was based on factors including median base salary of recent graduates, number of MBA alumni in C-suite-level positions with Fortune 1000 companies, employment placement rate of recent graduates, and graduation rate.

The Freeman School introduced a new MBA curriculum in fall 2023, and the first cohort of students to complete that curriculum is scheduled to graduate in spring 2025. As those graduates hit the job market, Assistant Dean of Graduate Admissions Melissa Lightell says she expects to see continued improvement in the most widely recognized quality metrics.

“The new MBA curriculum prioritizes skills that are increasingly valuable to employers, including data-based decision making, real-world experiential learning, and future-focused courses that prepare students to take on the biggest challenges facing business,” says Lightell. “We’ve welcomed two exceptional cohorts since introducing the curriculum, and we expect to see even better career outcomes in the near future.”