



QS INTELLIGENCE UNIT

Trusted • Independent • Global

QS Intelligence Unit

QS Quacquarelli Symonds was founded in 1990 and has become established as the world's leading network for Higher Education and top careers. Our mission is to enable motivated people around the world to fulfil their potential by fostering international mobility, educational achievement and career development.

We segment our product and service offerings into the following four categories, each a market leader serving our loyal client base:

UNIVERSITY – serving over 500 universities at primarily undergraduate level

GRADUATE – serving over 200 graduate schools and universities

MBA – serving over 420 accredited business schools

CAREERS – serving over 200 multinational employers

As well as major institutions and government bodies worldwide, over 300 different global media outlets work closely with us.

Our newspaper, magazine and online partners include:

INTERNATIONAL

Business Week, Wall Street Journal Asia, International Herald Tribune

AMERICA

US News & World Report, Washington Post, Chicago Tribune, LA Times, San Francisco Chronicle, Toronto Star

EUROPE

The Times, Le Nouvel Observateur, Handelsblatt, Expansion y Empleo, Il Sole 24 Ore, Vedemosti

ASIA

Chosun Ilbo, South China Morning Post, Japan Times, Sina.com, The Times of India

Visit us at www.qs.com

QS Intelligence Unit

QS has been conducting research in a range of areas since 1990, beginning with a global survey of MBA employers.

The QS World University Rankings®, the most well-known research project that QS operates, has been in existence since 2004.

To meet the increasing public interest for comparative data on universities and organisations, and the growing demand for institutions to develop deeper insight into their competitive environment, the QS Intelligence Unit (QSIU) was formed in 2008 as a distinct and autonomous department.

Committed to the key values of rigorous integrity, unique insight, and accessible presentation, QSIU strives to be the most trusted independent source of global intelligence in the Higher Education sector.

With over 15 team members in the London and Singapore offices, QSIU is committed to meeting the growing demand for Higher Education Intelligence.



Trusted. Independent. Global

QS World University Rankings®

QS World University Rankings® present a multi-faceted view of the relative strengths of the world's leading universities.

In 2011, QS unveiled new media partnerships around the world, alongside our existing partners US News & World Report and Chosun Ilbo, we are also pleased to be working with L'express.fr and Times of India.

Methodology

Six indicators are drawn together to form an international ranking of universities:

Academic Reputation

A global survey of academics asking respondents to identify universities they consider excellent in their own broad field of knowledge.

Employer Reputation

A global survey of employers, with experience of recruiting from universities, asking respondents to identify universities they consider to be best at preparing their graduates for the workplace.

Citations per Faculty Member

Using exported information from Scopus (the world's largest abstract and citation database of research literature operated by Elsevier), this indicator combines research productivity and quality, taking into account the scale of an institution.

Faculty Student Ratio

In lieu of a globally available evaluation of teaching quality, this indicator is designed to serve as a widely available proxy for commitment to teaching.

International Students

The proportion of international students is used to evaluate not only a university's broad approach to internationalization, but also to give prospective students a feeling for an institution's commitment and facilities for students from overseas.

International Faculty

This indicator supports the previous one in assessing a university's commitment to providing a global educational environment.

Format

QS World University Rankings® can be found online at www.topuniversities.com and in print.

Last year the Rankings were viewed over 20 million times and received coverage in over 700 national and international newspapers and news portals.



Other projects

QS Asian University Rankings

The QS Asian University Rankings offer a comprehensive look at Asia's leading universities. Whilst a global ranking seeks to identify truly world class universities, contributing to the global progress of science, society and scholarship, the regional ranking adapts to the realities and complexity of the geographical area in question.

QS Asian University Rankings can be found online at www.topuniversities.com



QS Latin America University Rankings

In 2010, QS decided to publish a regional university table league for Latin America. The purpose of the ranking is to provide a neutral and independent comparison of the quality of universities across the region, based on a set of criteria that commonly applies to all countries involved in the study. We consider the study primarily as a tool to empower young people to make more informed choices about the options available to educate them. However, it will also be a valuable resource for universities and governments across the region, helping to drive up standards and encourage long-term strategies for social and economic development in the education sector.

The QS Latin America University Rankings can be found on topuniversities.com in October 2011.



QS Classifications

In response to the Berlin Principles*, a set of guidelines and best practices for the ranking of Higher Education institutions, the QS Classifications provide a simple contextual reference to other evaluation results, categorising institutions by subject spread, size and research level. Institutions can thus understand their position relative to their peers.

Find out how your university would measure up at www.topuniversities.com

QS Stars

QS Stars is a broad based rating designed to identify, evaluate and recognise universities for their diverse and specialist strengths, using a wide range of indicators to measure performance. Universities are then awarded with a star rating based on their overall performance in the audit. The rating system looks at the performance of a university in Research, Employability, Teaching, Infrastructure, Internationalization, Innovation & Engagement. QS Stars is designed to provide a deeper insight into institutions performance, enabling prospective students to see beyond the headlines and identify excellence that might otherwise remain in shadow.

For more information contact Jason Newman at Jason@qs.com

Subject Rankings

QS University Subject Rankings look at the ranking of institutional strength in specific subject fields.

Rankings in five key subject areas are produced: Arts & Humanities, Engineering & IT, Life Sciences & Biomedicine, Natural Sciences and Social Sciences.

QS Subject Rankings can be found online at www.topuniversities.com

QS SAFE

QS SAFE National System Strength Evaluation takes the ranking results, in concert with other indicators, not to evaluate the relative strength of individual institutions, but to analyse countries' Higher Education system strengths as a whole. QS SAFE takes account of population size, economic factors, and overall system strength in order to develop meaningful insights about a particular geographical area.

More information is available at www.topuniversities.com

Benchmarking Service

The **QS Benchmarking Service** provides a credible means of measuring and comparing a university's performance and standards with those of its peers.

Benchmarking Methodology

Institutions select a number (between 6 and 30) of target institutions from the QS World University Rankings® list with which to compare themselves.

A mixture of domestic and international institutions is ideal and a 3 to 5 year cycle is recommended in order to develop a comprehensive perspective.



The benchmarking report provides a detailed view on each chosen institution in a number of areas:

Year-on-year ranking performance

- Overall
- By faculty
- By indicator

Peer group analysis

- By indicator
- By faculty area
- More detail on Scopus bibliometric indicators

Underlying data

- Student and faculty numbers
- Exchange program details

More detail on survey responses

- Academic Peer Review
- Employer Review
- Domestic vs. International reputation

Additional data

- Foundation years
- Publication and citation data
- Financial data
- PhDs awarded
- Graduate employment rates
- Country-specific analysis

Advantages to Institutions

Benchmarking an institution against its selected peers can provide a number of benefits.

- Helps institutions understand their position regionally, nationally and globally
- Provides context to assist in setting realistic and achievable targets
- Challenges operational complacency
- Creates an atmosphere conducive to continuous improvement
- Allows visualisation of improvements which can be a strong motivator for change
- Identify gaps and weak areas to indicate what is required to improve competitiveness

Country Reports are also available, please contact jason@qs.com for more information.

Customer Feedback



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“The reports have served us to better know our strengths and deficiencies/opportunities as a teaching and research university and to take appropriate actions for improvement.”

Dr. Francisco J. Cantu, Professor of Research and Graduate Studies at Tecnológico de Monterrey

“Measuring institutional performance can be difficult but with the benchmarking service, we were able to obtain comparative data and insight on peer institutions which helped us devise a clear strategic plan for improvement. We found the reports particularly helpful in presenting a clear and concise picture of performance based on a variety of metrics.”

Kevin Downing, Senior Coordinator (Academic Planning and Quality Assurance) at City University of Hong Kong

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Client Base

A snapshot of our client base



Australia

Bond University
Griffith University
Murdoch University
Queensland University of Technology
RMIT University
Swinburne University of Technology
University of New South Wales
University of Newcastle
University of Queensland
University of Tasmania
University of Technology Sydney
University South Australia

Brazil

Universidade Federal de Minas Gerais

Colombia

Universidad de los Andes

Czech Republic

Brno University of Technology

Ecuador

Universidad San Francisco de Quito

Hong Kong

City University of Hong Kong
Hong Kong Baptist University

Kazakhstan

Al-Farabi Kazakh National University
Abai Kazakh National Pedagogical University

India

Amity University

Indonesia

Institut Teknologi Bandung
Universitas Airlangga
Universitas Bina Nusantara

Ireland

Limerick University
University College Cork

Italy

Politecnico de Milano
Università Cattolica del Sacro Cuore

Korea

Ewha Womans University
Kyungpook National University
Pohang University of Science and Technology
Sungkyunkwan University

Mexico

Tecnológico de Monterrey

Saudi Arabia

King Abdulaziz University

King Fahd University of Petroleum & Minerals
King Saud University
Umm al Qura University

Singapore

Nanyang Technological University
National University of Singapore

South Africa

University of the Witwatersrand

Spain

IE University

Sweden

KTH Royal Institute of Technology

Taiwan

Taipei Medical University

Thailand

King Mongkut's University of Technology Thonburi
Mahasarakham University

United Arab Emirates

Gulf Medical University

United States

Ohio State University

United Kingdom

King's College London

Shining a light on your institution's excellence

QS CONSULTING

QS Consulting advises on the design, evaluation and implementation of strategies for performance improvement, focussing on the institution's unique culture and objectives, and utilising more than 100 years of consulting and top management experience in Higher Education.

QS TOPUNIVERSITIES™

TopUniversities.com is the official source for the QS World University Rankings®, attracting over 8.5 million unique visitors in 2010. The latest QSIU news can always be found here, as well as the most up to date information about universities worldwide.

QS WORLD UNIVERSITY TOUR

QS Top Universities Guide provides a detailed review of all 500 universities featured in the QS World University Rankings®.

QS World Universities Tour feature institutions who appear within the top 500 in the QS World University Rankings® attracting high performing students from the UK and beyond.

QS WORLD GRAD SCHOOL TOUR™

QSTopGrad School Guide is distributed at every QS World Grad School Tour, and Top GradSchool.com and provides a comprehensive review of leading international Masters and PhD programs.



QS World Grad School Tour is the world's leading series of Masters and PhD fairs taking place in over 40 cities, across four continents.

QS TOPMBA™

TopMBA.com features a new set of algorithms developed by the QSIU team and is the world's leading website for applicants seeking information and advice about MBA programs. TopMBA.com attracted 1.3 million visitors in 2009. TopMBA.com also features the QS TopMBA Scorecard which is an innovative online search tool allowing candidates to personalize their business school rankings by prioritizing their own criteria.

QS WORLD MBA TOUR™

QS World MBA Tour is the world's leading series of MBA recruitment fairs, attracting over 80,000 registrations per annum across 40 countries with 380 participating schools.

QS QS-APPLE QS ASIA PACIFIC PROFESSIONAL LEADERS IN EDUCATION CONFERENCE AND EXHIBITION

QS Asia Pacific Professional Leaders in Education Conference (QS APPLE) is the prime conference and exhibition for top international educators seeking to build world class universities and business schools serving Asian communities. QSIU holds a Rankings seminar at QS APPLE and actively participates each year.

QS UNISOLUTION

QS unisolution specialise in international candidate recruitment and management solution, offering a complete educational recruitment solution, helping universities and business schools to establish and progress their relationship with candidates from initial contact to student acceptance and beyond.

BENCHMARKING SERVICE

3 year total fee - US\$45,000 (benchmarking against six other institutions)

5 year total fee - US\$75,000 (benchmarking against same six institutions)

Additional institutions can be added to the benchmark list at a rate of \$2,500 per institution per year.

For customized benchmarking services, quotations are available on a case-by-case basis.

FOR FURTHER INFORMATION ON QS BENCHMARKING PLEASE CONTACT

Sales

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QS STARS

Audit fee - US\$9,850

- Audit valid for three years
- Includes report detailing basis for award achieved and guidance on steps required to maintain/improve award level

Annual licence fee - US\$6,850 (Minimum term 3 years)

- Includes upgrade to intermediate profile level on www.topuniversities.com
- Presentation of specific results on a customized link
- Licence to use supplied graphics and logos in online and printed materials to present rating to stakeholders

Please note, the invoicing schedule will be as follows:

Year 1 - US\$16,700 (Audit fee and Annual licence fee)

Year 2 - US\$6,850 (Annual licence fee)

Year 3 - US\$6,850 (Annual licence fee)

FOR FURTHER INFORMATION ON QS STARS PLEASE CONTACT

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ENQUIRY FORM

Thanks for your interest in our products. Please complete this form and a member of the Intelligence Unit will be in touch shortly.

Name _____ Position _____

Name of Institution _____

Address _____

Email _____ Tel _____ Fax _____

I would like to subscribe to the QS Intelligence Unit blog.

Please tell me more about the following:

- Benchmarking
- QS Stars
- World University Rankings / Asian University Rankings
- QS SAFE National System Strength Evaluation
- QS Classifications
- Other

Questions/Comments _____

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QS - OUR MISSION

To enable motivated people around the world to fulfill their potential, by fostering educational achievement, international mobility and career development.

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QS with offices in: London, Paris, Singapore, Stuttgart, Boston, Johannesburg, Shanghai, Sydney, Washington DC, New York

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