



 **INTELLIGENCEUNIT**



<http://iu.qs.com>
intelligenceunit@qs.com

Trusted • Independent • Global



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 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.

Due to the growing demand for Higher Education intelligence, QSIU is growing both its London and Singapore operations.

Trusted. Independent. Global.



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

In 2010, 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 Handelsblatt, Times of India, Sina.com and Nouvel Observateur.

METHODOLOGY

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

Academic Peer Review

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

Employer Review

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.

Student Faculty 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

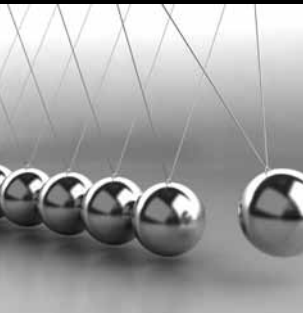
The proportion of international students is used to evaluate not only a university's broad approach to internationalization, but also to give prospective students a feeling for an institution's commitment and facilities for students from overseas.

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 18 million times and received coverage in over 700 national and international newspapers and news portals.



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.



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 from Fall 2010.

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 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.



* http://www.che.de/downloads/Berlin_Principles_IREG_534.pdf



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

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



CUSTOMER FEEDBACK



QS INTELLIGENCEUNIT

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UTS used QS data to analyse our research performance and identify areas of opportunity.

It proved invaluable last year when developing a research investment strategy – University Council backed a new investment cycle of some AUD 40 million over five years.

Post-implementation, we are now looking to use QS data in other ways, alongside other performance measures and commissioned report findings. For instance, QS data has fed our international benchmark modelling and our search for potential partners (especially other world-class universities of technology with high-impact research outcomes).

Professor Susan Rowley
Deputy Vice-Chancellor (Research), University of Technology, Sydney



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SHINING A LIGHT ON EXCELLENCE RECOGNIZING DIVERSITY IN HIGHER EDUCATION

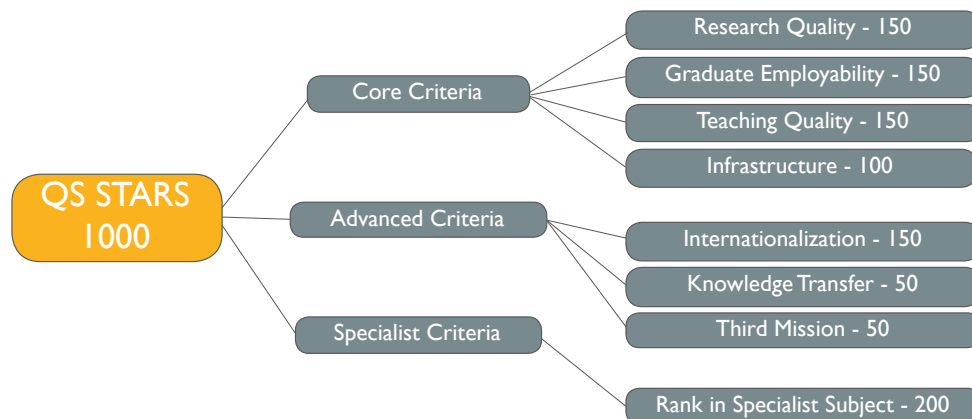
WHAT IS QS STARS?

- Evaluates institutions using a Ratings method
- Awards Stars to an institution, based on the evaluation of a broad set of missions
- Can include universities not traditionally well placed in Rankings
- Provides an international standard for comparison for any participating institution
- Assists international university marketing

WHY PARTICIPATE?

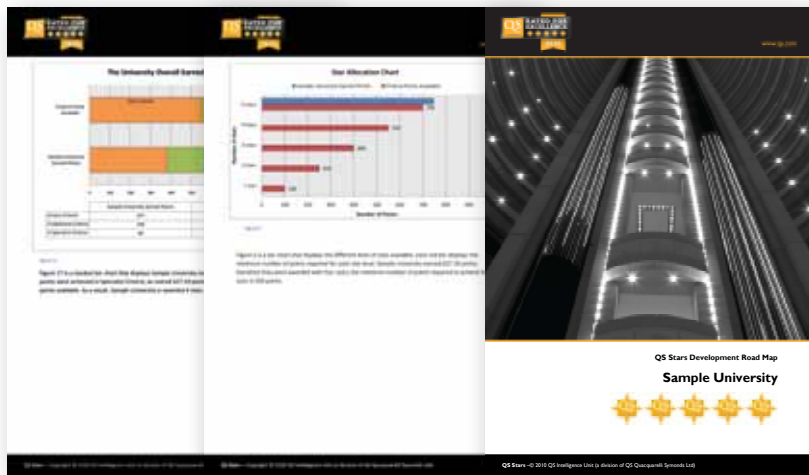
- Opportunity for international recognition outside Rankings
- Benefits institutions where English is not first language
- Intermediate profile on topuniversities.com, with 18 million visits per annum
- Allows an institution to highlight its strengths whether or not they are reflected in Rankings
- Awarded with a badge that can be used by the institution in combination with Ranking results or as a standalone

DISTRIBUTION OF POINTS



DEVELOPMENT ROAD MAP - THE INSTITUTIONAL REPORT

Universities that participate in the QS Stars evaluation program receive a comprehensive report, similar to the one below, which details their results as measured by a comprehensive QS proprietary analysis. A complete sample report can be viewed at www.topuniversities.com/qsstars



QS STAR RATINGS EXPLAINED

One Star – A typical One Star university has established all the key components required to provide a quality service to its students and, in many cases, the foundations upon which to build a strong domestic reputation. A One Star institution will often have been established within the last twenty years and will be putting in place the leadership with ambition to develop quickly.

Two Stars – A typical Two Star university is active in research and has an established domestic reputation. The institution is a key part of its local community and will often have begun to consider international opportunities.

Three Stars – A typical Three Star university is nationally well recognised, and may have also begun to attract international recognition. This institution maintains a reputable level of research and its graduates are attractive to employers.

Four Stars – A typical Four Star university is highly international, demonstrating excellence in both research and teaching. The institution provides an excellent environment for students and faculty.

Five Stars – A typical Five Star institution is generally world class in a broad range of areas, enjoys a high reputation and has cutting edge facilities and internationally renowned research and teaching faculty.

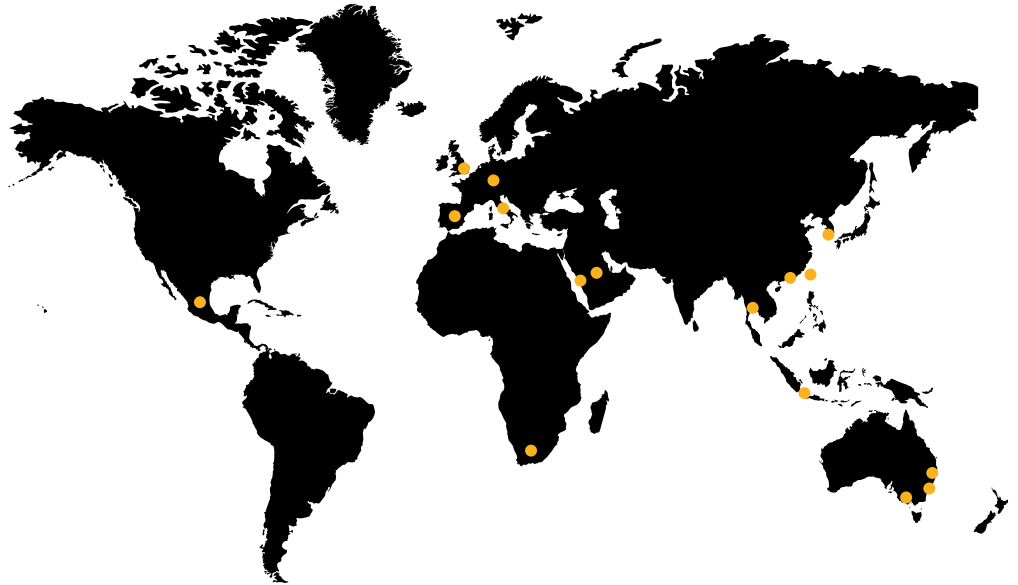
QS
STARS



CLIENT BASE

A SNAPSHOT OF OUR CLIENT BASE

Since 2008, we've delivered quality Higher Education intelligence to clients across 5 continents.



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“NTU is undergoing rapid development and the current ranking from QS is a confirmation that NTU today has a high international standing. NTU is participating in a QS Star audit to establish our strengths as a university across a broader set of criteria than can be measured in any ranking system, to provide valuable information for our many stakeholders: students, employers, fellow academics as well as our local community.”

Professor Bertil Andersson, Provost, Nanyang Technological University

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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 five million unique visitors in 2009. The latest QSIU news can always be found here, as well as the most up to date information about universities worldwide.

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



QS TOP UNIVERSITIES TOUR

QS Top 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 Top Grad 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

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 TopApply & 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.

RELATED PRODUCTS
Events, Online, Software, Guides, Scholarships





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

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