



Benchmarking Services

Customised comparative performance data and analysis for higher education institutions

QS Quacquarelli Symonds

QS Quacquarelli Symonds was founded in 1990 and has established itself as the leading global provider of specialist higher education and careers information and solutions. The company's mission is to enable motivated people around the world to fulfil their potential by fostering international mobility, educational achievement and career development.

QS offers market-leading services to the higher education community around the world, unmatched by our competitors in range, innovation, quality and client satisfaction.

An independent audit of the company conducted by Paramarq in December 2010 found:

- 97% of QS clients were fairly/very satisfied with QS services
- Over 85% of QS clients would recommend QS to colleagues

We are headquartered in London with major offices in Paris, Stuttgart, Singapore and New York City, as well as satellite offices in Beijing, Sydney, Boston, Washington DC, and Johannesburg.

Major institutions and government bodies worldwide, over 300 different global media outlets work closely with us.



QS Intelligence Unit

The QS Intelligence Unit (QSIU) was formed in 2008 as a distinct and autonomous department in order 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.

Building on over 20 years of collecting institutional data, beginning with a global survey of MBA employers, our portfolio of research projects include the QS World University Rankings®, which has been in existence since 2004.

With over 20 team members in the London and Singapore offices, QSIU is a highly skilled and culturally diverse team.

Quick Stats About Us...

- 700** - number of universities in the QS World University Rankings®
- 130** - number of clients in QSIU's client base
- 25** - number of countries our clients span
- 17** - languages spoken in the QSIU offices
- 8** - years since the QS World University Rankings® has been in existence

Visit us at www.iu.qs.com

Trusted • Independent • Global

The Benchmarking Service utilises the core data which has been collected over a period of nine years for the QS World University Rankings®. The QSWUR® presents a multi-faceted view of the relative strengths of the world's leading universities.



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.

Citations per Faculty Member

Utilising Scopus data (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

Used to evaluate not only a university's broad approach to internationalisation, but to also 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 50 million times and received coverage in over 700 national and international newspapers and news portals.

“Quacquarelli Symonds (QS), one of the big three ranking organisations.”

The Economist, 10th October, 2011

Benchmarking Service

The **QS Benchmarking Service** provides a method of measuring and comparing a university's performance and standards with those of its peers. It highlights institutional trends by presenting robust data in an accessible and comprehensive format and has been extensively used by institutions around the world as an important tool for strategic planning and research.

Advantages to Institutions

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

- Allow institutions exclusive access to data used for the QS World University Rankings®
- Help 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
- Identify gaps and weak areas to indicate what is required to improve competitiveness

Benchmarking Methodology

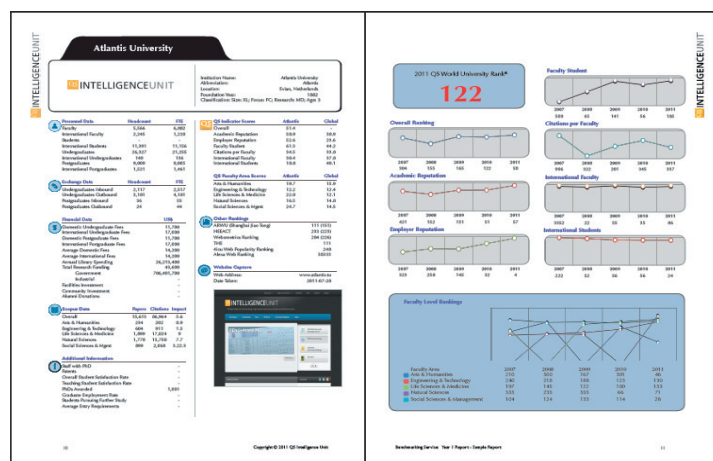
Institutions select a number (between 6 and 30) of target institutions from the QS World University Rankings® list with which to compare themselves. A mixture of domestic and international institutions is ideal and a 3 to 5 year cycle is recommended in order to develop a comprehensive perspective.

Utilising our QS Classifications System, we are able to assist clients in choosing their peer list, which is a critical starting point for the benchmarking process. The System categorises institutions by subject spread, size and research level.

Report Format

The standard benchmarking report consists of **five modules**. Each module highlights different aspects of an institution's profile and reveals a deeper insight into performance trajectory for both the client and the selected peer group.

There are **three Core modules** which are considered crucial to understanding ranking performance.



Module 1 – Institutional Profile

This module provides data including global rankings performance averages and, if applicable, Personnel, Exchange, Financial data, as well as performance in other rankings.

Module 2 – Comparative Analysis

Examines the current position of the client institution against those of its peers across all the indicators used in the latest edition of the QS World University Rankings®.

Module 3 – Ranking Performance

This module provides a deeper analysis on an indicator-by-indicator basis for the last five years, revealing trends in performance trajectory which is crucial for decision-making.

Module Selection



Clients choose **two modules** which will make up the full standard report from the following selection:

Academic Reputation Performance I – International versus Domestic Responses

A deep insight into institutional performance, breaking down responses from both international and domestic academics for the five broad faculty areas.

Academic Reputation Performance II – Further Analysis for the Client Institution Only*

Further analysis for the client institution highlighting the number of responses received by country, faculty area including narrow discipline fields, response by experience level and years in academia.

Academic Reputation Performance III – Client Institution against their Peers*

The number of responses received by country, faculty area including narrow discipline fields, response by experience level and years in academia comparing the client against its peer institutions.

Employer Reputation Performance I - International versus Domestic Responses

An interrogation of the Employer Reputation indicator breaking down survey responses from recruiters, analysing domestic versus international responses.

Employer Reputation Performance II - Further Analysis by Sector and Country*

An interrogation of the Employer Reputation indicator, breaking down survey responses from recruiters including top institutions which they recruit from, the region and main industry field of respondents, and highly sought after fields.

Research Performance I - Standard Module

An analysis of the Citations per Faculty index examining research habits and patterns in order to reveal institutional research productivity and citation levels.

Research Performance II - Further Analysis*

An additional analysis highlighting total citations obtained by each institution broken down by narrow subject areas.

Additional Modules

Additional modules including financial, internationalisation, further research analysis, and other bespoke modules are also available, please contact Jason Newman at jason@qs.com.

*The following modules are linked in content, and prerequisites to acquire the broader module will apply. Additional modules may be selected at a cost of \$3,000 per year.

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

“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.”

Dr. Kevin Downing, Senior Coordinator (Academic Planning and Quality Assurance) at City University of HK

Other Rankings

The Benchmarking Service is also available for the following ranking exercises:

Regional Rankings

The purpose of each 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.



QS Subject Rankings®

This Rankings examines 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.



Full results for these Rankings can be found online at www.topuniversities.com.

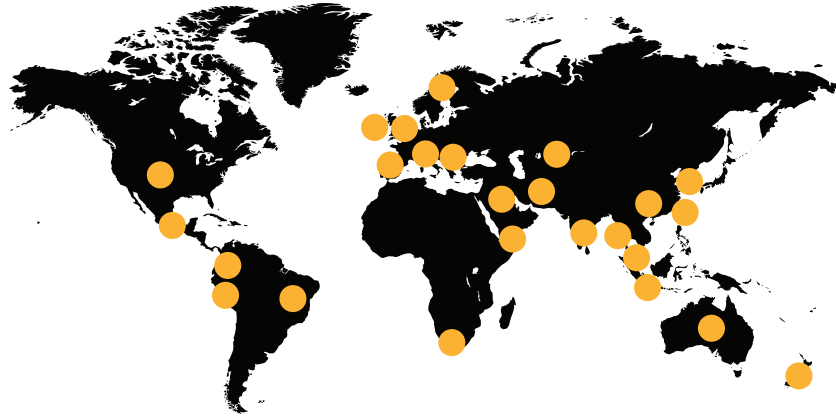
“Specifically, we will use your information to identify institutions that could be a reference for us in key aspects, and to estimate the time we need to see changes reflected in our performance and in the perception of academics and employers...”

Modules 2 and 3 clearly explain where we should focus to improve in our rankings performance. The benchmarking analysis by subject areas, citations and productivity (module 4) clearly describes the current situation and impact of research activities of our University in comparison with other institutions. The same kind of clarity can be found in Module 5, where we can get useful conclusions and successful examples that we can follow.”

*Dr. Antonio Elias Ochoa. Dirección de Planeación y Evaluación,
Universidad de los Andes (Colombia)*

QSIU Client Base

A snapshot of our client base - At the heart of QSIU is our expertise and global footprint.



Australia

Bond University
Griffith University
James Cook University
Murdoch University
Queensland University of Technology
RMIT University
Southern Cross University
Swinburne University of Technology
University of Canberra
University of New South Wales
University of Newcastle
University of Queensland
University of Tasmania
University of Technology Sydney
University South Australia
University of Wollongong

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

India

Amity University

Indonesia

Institut Teknologi Bandung
Universitas Airlangga
Universitas Bina Nusantara

Iran

Islamic Azad University Khorasgan (Isfahan) Branch

Ireland

Limerick University
University College Cork

Italy

Politecnico de Milano
Università Cattolica del Sacro Cuore
Università di Pisa
Università Ca' Foscari Venezia

Kazakhstan

Al-Farabi Kazakh National University
Abai Kazakh National Pedagogical University

Korea

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

Mexico

Tecnológico de Monterrey

New Zealand

The University of Canterbury
Massey University

Saudi Arabia

Gulf Medical University
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

CESINE University
IE University

Sweden

KTH Royal Institute of Technology
Lund University

Taiwan

Taipei Medical University
National Taipei University of Technology
National Chengchi University

Thailand

King Mongkut's University of Technology Thonburi
Kasetsart University
Mahasarakham University

United Arab Emirates

Gulf Medical University

United States

Ohio State University

United Kingdom

King's College London
University of Central Lancashire
University of Cumbria

Rate Card

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

FOR FURTHER INFORMATION ON QS BENCHMARKING PLEASE CONTACT

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Eastern Europe and Central Asia - Zoya Zaitseva zoya@qs.com

Rest of World - Jason Newman jason@qs.com

*“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 and Dean of the Research and Graduate Studies Office at
Tecnológico de Monterrey*



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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