QS STARS
Rating System

Shining a Light on Excellence
Recognizing Diversity in Higher Education
QS Stars Defined

**One star** – a typical one-star university has established all the key components required to provide a good standard of education 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 20 years and will be putting in place the necessary leadership structures to take it to the next level.

**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 recognized, 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 an excellent reputation and has cutting-edge facilities and internationally renowned research and teaching faculty.

**Five stars +** – a typical five-star + institution is not just world-class, but an elite destination to which the very best students and faculty worldwide will aspire. Its brand name will transform the résumé of anyone connected with it. Five Stars + can apply equally to the world’s foremost comprehensive and specialist institutions.
QS Stars

QS Stars is rapidly growing into the chosen evaluation system for universities worldwide. With institutions globally participating in the QS Stars program, it is an international standard that is becoming increasingly recognized.

QS Stars uses a rating system that allows a university to shine irrespective of its size, shape and mission. At the end of the audit process universities are awarded stars for their overall performance and are also awarded stars in each of eight assessed criteria.

The number of stars awarded at the overall and category levels will resonate with international students, parents and university staff, and become a valuable asset to add to your marketing collateral and outreach.

QS Stars uses a wide range of indicators to measure the performance of an institution. It is an opportunity for universities to highlight their strengths through awarded recognition. When associated with an institution’s brand, it acts as a powerful marketing mechanism for communicating distinct areas of strength to students, parents, academics, employers and the wider community.

QS Stars offers an international standard of comparison for any participating institution. This is particularly useful for universities that are focused on boosting their international brand awareness. It can include universities not traditionally well placed in rankings, as it can identify strengths that may have been overlooked in a rankings context. The award is licensed to an institution to highlight its star rating in all visual communications.

About QS Intelligence Unit

The QS Intelligence Unit (QSIU) strives to be the most trusted independent source of intelligence in the global higher education sector.

Since 1990, QS has conducted research in a range of education and employment areas beginning with a global survey of MBA employers. The annual QS World University Rankings® have been produced since 2004, encompassing the most well-known range of research projects that QS operates. With operations in London and Singapore, QSIU delivers detailed analysis and is committed to the key values of rigorous integrity, undeniable value and accessible presentation.

Now, in response to increasing public interest in comparative data on universities and organizations and the growing demand from institutions to gain insight into their competitive environment, QSIU has added QS Stars to its portfolio of services.

The QSIU team has a wealth of experience working in the higher education sector and employs a team of experienced and accomplished analysts. The highly international QSIU team features staff from over 15 countries, helping us understand and respect cultural differences. Team members speak a combined total of over 17 languages, including: Arabic, Cantonese, French, German, Greek, Hindi, Indonesian, Italian, Japanese, Konkani, Mandarin, Portuguese, Romanian, Russian, Spanish and Swahili.

Below is a list of participating institutions by country. For a full list please contact Jason Newman*

**Australia**
- Bond 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 South Australia
- University of Tasmania
- University of Technology Sydney
- University of Wollongong

**Brazil**
- Universidade Federal de Minas Gerais

**Ecuador**
- Universidad San Francisco de Quito

**India**
- Amity University

**Indonesia**
- Gorontalo State University
- Institut Pertanian Bogor
- Institut Teknologi Bandung
- Institut Teknologi Nasional
- Institut Teknologi Sepuluh Nopember
- Politeknik Negeri Samarinda
- Politeknik Negeri Ujung Pandang
- STIE Triatma Mulya
- STSI Bandung
- Universitas Ahmad Dahlan
- Universitas Airlangga
- Universitas Andalas
- Universitas Atma Jaya Yogyakarta
- Universitas Bengkulu
- Universitas Bina Nusantara (BINUS)
- Universitas Brawijaya
- Universitas Diponegoro
- Universitas Gunadarma
- Universitas Haluoleo
- Universitas Hasanuddin
- Universitas Islam Indonesia
- Universitas Jember
- Universitas Jenderal Soedirman
- Universitas Katolik Parahyangan
- Universitas Kristen Petra
- Universitas Malahayati
- Universitas Mataram
- Universitas Mercu Buana
- Universitas Muhammadiyah Malang
- Universitas Muhammadiyah Palu
- Universitas Muhammadiyah Prof.Dr.Hamka
- Universitas Muhammadiyah Surakarta
- Universitas Nasional
- Universitas Negeri Makassar
- Universitas Negeri Malang (State University of Malang)
- Universitas Negeri Yogyakarta
- Universitas Padjadjaran
- Universitas Pasundan
- Universitas Pendidikan Ganesha
- Universitas Pendidikan Indonesia
Universitas Sam Ratulangi Manado
Universitas Sanata Dharma
Universitas Sebelas Maret
Universitas Siliwangi Tasikmalaya
Universitas Sriwijaya
Universitas Syiah Kuala
Universitas Tanjungpura
Universitas Udayana
University of Lampung
Ireland
University College Cork
University of Limerick
National University of Ireland Galway
Italy
Università Cattolica del Sacro Cuore
Kazakhstan (UCSC)
Al-Farabi National Kazakh University
Korea
Sungkyunkwan University (SKKU)
Mexico
Tecnológico de Monterrey
New Zealand
Massey University
The University of Canterbury
Saudi Arabia
King Fahd University of Petroleum & Minerals
Singapore
Nanyang Technological University
Spain
CESINE University
IE University
Sweden
KTH Royal Institute of Technology
Lund University
United Arab Emirates
Gulf Medical University
United Kingdom
King's College London
Swansea University
University of Central Lancashire
University of Cambridge
University of Oxford
University of Cumbria
United States
Cornell University
Duke University
Harvard University
Massachusetts Institute of Technology (MIT)
New York University (NYU)
Princeton University
Stanford University
University of Chicago
University of Michigan
University of Pennsylvania
University of Wisconsin-Madison
Yale University
Ohio State University

* Independently audited based on publicly available information

President and Vice-Chancellor Professor Frederick G Hibner from UNSW receives the 2011 QS Stars award.

Louise Tobin, Director of International Student Recruitment University College Cork receives the 2011 QS Stars award.
Endorsements

Bertil Andersson  
President, Nanyang Technological University, Singapore

“NTU is a relatively young university, which has been developing rapidly in the last few years. The current ranking from QS is an affirmation that NTU today has a high international standing. The new QS Stars rating system further recognizes NTU’s strengths as a world-class university across a broader set of criteria than can be measured in any ranking system and provides valuable information for our many stakeholders - current students, prospective students, parents, teachers, employers, fellow academics and our local community.”

Jennie Lang  
Pro-Vice-Chancellor - UNSW International, University of New South Wales, Australia

“From now on all of our promotional material, our website, and our publications, will include the QS Stars rating alongside the Australian government’s ERA analysis”

“Compared to an international ranking, QS Stars offers more of a framework for benchmarking. It’s something where criteria that are important can be measured over time, not just with our colleagues in Australia but with likeminded universities anywhere in the world, and that’s what really attracted us.”

“I think most universities will use QS Stars. Increasingly, discerning students who are much more knowledgeable about their opportunities, say ‘show me the evidence’. I sense that this is what the future is going to be - students wanting us not just to make assertions, but to back them up.”

Edilio Mazzoleni  
Head of Operations - International Office, Università Cattolica del Sacro Cuore, Italy

“QS Stars is a mechanism for us to project our specific strengths to the world. It has given us a better understanding of what are our weaknesses, as well as our strengths, within the university.”

Ailsa Lamont  
Executive Director - International, RMIT University, Australia

“QS Stars actually drills down to further detail, which will give students the choice to compare us more usefully with other institutions”

“We can use it to highlight the many diverse areas of strength that we have, and it will help us with our planning in areas such as branding, positioning, and telling us which areas to focus on.”
The Benefits

Unlimited use of internationally recognized QS Stars badges

- To use in all your promotional material, websites, recruitment fairs, prospectuses and any other promotional tools. QS Stars offers your university the opportunity to use your award to empower your marketing and branding collateral and campaigns. Once the audit has been completed you will receive a comprehensive pack that consists of various logos for your institution’s achievements. Under the licence agreement you will be entitled to use whichever logo you have been awarded on your marketing materials. QS supplies all logos in formats that will suit your printed and online materials.

Please see examples of logos below.

Overall Star Rating Badges:

Please see below examples of how QS Stars participants have taken advantage of their badges:

University of Newcastle Australia dedicates a section of its site to its excellent performance in the QS Stars evaluation, highlighting its performance in the individual category areas.

UNSW puts its five star plus badge on the university’s marketing material.

Universitas Diponegoro promotes its two star badge on the university’s homepage.

UClan highlights its excellent four star award on its website, with an outline of its performance.

UCC dedicates a page to its impressive five star award; this was in addition to several PR campaigns.
The Benefits

In-depth analysis of your institution:
The QS Stars audit evaluates your institution across several areas, allowing it to highlight individual strengths in addition to overall performance:

Teaching:
• One of the major touchstones of quality for any university is its standard of teaching. Showcase your university's teaching strengths to students using the QS Stars badge in teaching.

Employability:
• The employability category of QS Stars helps candidates identify universities which are good at preparing their students for the challenges of finding work. The QS Stars badge for employability allows your institution to highlight its achievements in an important area for today's students.

Research:
• In traditional rankings, research-based measures have become established as the standard way of assessing academic performance. The research badge demonstrates achievement in this key area, and complements an overall star rating.

Internationalization:
• In an increasingly globalized sector, this category allows your institution to showcase its international outlook, helping it attract international students and faculty.

Individual badges in all areas of the audit:

Announcing the launch of QS Five Stars +

We are pleased to announce the launch of the QS Five Star + award. Requiring a minimum of 900 points and a five-star performance in all evaluated categories, the five stars + badge is designed to identify elite institutions that are strong in all aspects. With recent refinements to the methodology, five stars + can apply equally to the world’s foremost comprehensive and specialist institutions.
The Benefits

International recognition
• QS Stars provides an opportunity for universities to gain international recognition outside of rankings. It also benefits institutions where English is not the first language as the entire set of QS Stars indicators can be adapted to any national context. This is ideal for universities wishing to increase their capacity to attract international students, as well as attracting international universities for collaborations & partnerships.

Evidence-based marketing
• QS Stars is produced through the independent expertise of the QS Intelligence Unit and generates hard evidence to support an institution’s marketing claims.

Great auditing tool
• The QS Stars audit, which is valid for three years, assists an institution in the orderly collection and dissemination of key performance data. This is a joint effort, with QSIU collecting part of the data, then guiding staff at the institution on what is required from them.

Specialized subjects highlighted
• QS Stars allows your institution’s specialist subject areas to be highlighted. Appearing in any of the QS World University Rankings by Subject or having an accreditation for any of your programs will earn your institution points in the specialist criteria, giving greater exposure and recognition to your specialist strengths. See example below:

Media impact
• QS is the leading marketing and communications company in the international higher education sector, with offices in London, Paris, Stuttgart, Singapore and New York. Over the years, QS has formed international partnerships with the world’s leading media outlets such as US News and World Report, Chosun Ilbo, The Times of India, The Sunday Times, Sina.com and many more. QS Stars is also supported by an ongoing PR campaign by the QS team, aimed at increasing the global visibility of both the concept and participating institutions.
The Benefits

Written report

- Universities that participate in the QS Stars evaluation receive a comprehensive report, which details their results as measured by a rigorous QS proprietary analysis. This report outlines your institution’s strengths and areas for improvement, with individual scores for each area of the assessment. This research and analysis can help enhance your institution’s strategy moving forward. A complete sample report can be provided on request; please contact your QS national representative.*

*Contact details on page 19
The Benefits

Free listings

- QS Star rated universities will have their results appear alongside the QS World University Rankings results on TopUniversities.com, which received over 10 million visitors in 2011. QS stars results will also feature in other regional university rankings and subject rankings tables. These include: Asian University rankings, Latin American rankings and over 26 subject rankings.

- Clients will also have a profile of their institution on the QS Stars section of the site with a more detailed breakdown of the university’s QS Stars results.

- Institutions will also be featured on www.iu.qs.com, the homepage of the QS Intelligence Unit. A popular blog and news destination for academics and industry leaders, the site received over 115,000 visitors in 2011.

Free certificate

- A certificate to display your star rating on your campuses and to show to your current and prospective students.
The objective of the QS Stars rating system is to assess universities according to a broader range of criteria, than is possible in rankings, giving them a greater opportunity to stand out in their particular areas of excellence.

A star rating assesses institutional performance in greater detail than can feasibly be accommodated in ranking results. It can encourage users and readers to understand that ranking results ought to be analyzed and contextualized rather than simply taken at face value. It can also provide additional important information that may be used by prospective students during the earliest stages of the decision-making process for university applications.

Ratings are not dependent on the performance of other institutions, but evaluate an individual institution's performance and measure it against pre-set thresholds.

For full definitions of each indicator in the methodology, please see additional supplement or ask your representative.
Thresholds & Pre-Requisites

Please see below the scoring thresholds and pre-requisites for the QS Stars Evaluation:

### OVERALL

<table>
<thead>
<tr>
<th>Star</th>
<th>Scoring Threshold</th>
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<tbody>
<tr>
<td>1 Star</td>
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<td>2 Stars</td>
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<td>3 Stars</td>
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<tr>
<td>5 Stars</td>
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<td>5 Stars Plus</td>
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#### Core Criteria Categories

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<td>2 Stars</td>
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<td>3 Stars</td>
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</tr>
<tr>
<td>4 Stars</td>
<td>85</td>
</tr>
<tr>
<td>5 Stars</td>
<td>105</td>
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#### Specialist Criteria

<table>
<thead>
<tr>
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<th>Scoring Threshold</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2 Stars</td>
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<tr>
<td>3 Stars</td>
<td>80</td>
</tr>
<tr>
<td>4 Stars</td>
<td>110</td>
</tr>
<tr>
<td>5 Stars</td>
<td>140</td>
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</table>

#### Learning Environment Categories

<table>
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<th>Star</th>
<th>Scoring Threshold</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2 Stars</td>
<td>25</td>
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<tr>
<td>3 Stars</td>
<td>40</td>
</tr>
<tr>
<td>4 Stars</td>
<td>55</td>
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<tr>
<td>5 Stars</td>
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</tbody>
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#### Advanced Criteria Categories

<table>
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<th>Star</th>
<th>Scoring Threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Star</td>
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<tr>
<td>2 Stars</td>
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<tr>
<td>3 Stars</td>
<td>20</td>
</tr>
<tr>
<td>4 Stars</td>
<td>30</td>
</tr>
<tr>
<td>5 Stars</td>
<td>35</td>
</tr>
</tbody>
</table>
Core Criteria

For full definitions of each indicator in the methodology, please see additional supplement or ask your representative. Please see table below for all the indicators, with the maximum points available in the right hand column:

These criteria cover the key building blocks of a university, whether focused globally, domestically or locally. All categories in this section are mandatory. All indicators are listed below, alongside maximum points available:

**TEACHING** 150

- Overall student satisfaction OR Completion .......................................................... 40
- Satisfaction with teaching OR Faculty with PhD ...................................................... 40
- Further study .............................................................................................................. 20
- Faculty student ratio .................................................................................................. 50

**EMPLOYABILITY** 150

- Employer reputation .................................................................................................. 50
- Graduate employment rate ....................................................................................... 50
- Career service support .............................................................................................. 50

**RESEARCH** 150

- Papers per faculty OR Arts-related outputs ............................................................. 40
- Citations per paper ...................................................................................................... 40
- Academic reputation ................................................................................................ 40
- Prolific academic experts ......................................................................................... 30

**INTERNATIONALIZATION** 150

- International faculty ................................................................................................ 20
- International collaboration ....................................................................................... 50
- International students ............................................................................................... 20
- Religious facilities ..................................................................................................... 10
- Inbound exchange students ..................................................................................... 20
- Outbound exchange students ................................................................................... 20
- International diversity ............................................................................................... 10
### Advanced Criteria

*This selection of criteria looks at important factors that a university with a solid foundation in the core criteria might target to advance to a higher level of performance and recognition.*

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Culture</strong></td>
<td>50</td>
</tr>
<tr>
<td>Concerts and exhibitions</td>
<td>20</td>
</tr>
<tr>
<td>Credits and cultural awards</td>
<td>20</td>
</tr>
<tr>
<td>Cultural investment</td>
<td>10</td>
</tr>
<tr>
<td><strong>Innovation</strong></td>
<td>50</td>
</tr>
<tr>
<td>Patents</td>
<td>20</td>
</tr>
<tr>
<td>Spin-off companies</td>
<td>10</td>
</tr>
<tr>
<td>Industrial research</td>
<td>20</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>50</td>
</tr>
<tr>
<td>Community investment and development</td>
<td>20</td>
</tr>
<tr>
<td>Charity work and disaster relief</td>
<td>10</td>
</tr>
<tr>
<td>Regional human capital development</td>
<td>10</td>
</tr>
<tr>
<td>Environmental impact</td>
<td>10</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>50</td>
</tr>
<tr>
<td>Scholarships and bursaries</td>
<td>20</td>
</tr>
<tr>
<td>Disabled access</td>
<td>10</td>
</tr>
<tr>
<td>Gender balance</td>
<td>10</td>
</tr>
<tr>
<td>Low-income outreach</td>
<td>10</td>
</tr>
</tbody>
</table>

Institutions typically select two of the four advanced criteria categories.
Learning Environment

There is more to universities than research and teaching. The criteria below outline the key areas aspects of a high-quality university learning environment:

**FACILITIES**

- Sporting Facilities ................................................................. 20
- Medical Facilities ..................................................................... 10
- Student societies ...................................................................... 10
- Student accommodation....................................................... 20
- IT infrastructure .................................................................... 20
- Library Facilities ................................................................... 20

**ONLINE/DISTANCE LEARNING**

- Latest technology ................................................................... 20
- Track record ........................................................................... 10
- Student faculty engagement................................................ 20
- Student interaction ............................................................... 20
- Commitment to online ......................................................... 10
- Reputation ............................................................................. 20

*Institutions typically select one of the two learning environment categories*

**Specialist Criteria**

Excellence in a narrow field is as valid a claim to world-class status as competence in the round. These criteria are designed to extend credit where it’s due. All categories in this section are mandatory.

**DISCIPLINE RANKING**

- Faculty area ranking OR Specific subject ranking.................... 150

**ACCREDITATION**

- Internationally recognized AND/OR Nationally recognized accreditations ......................................................... 50
Meet The Team

Jason Newman - Global Commercial Director
Jason is based in QS London HQ, and has 22 years experience working in publications, events and promotions, including for the last 12 years in the international higher education sector. At QS he has run a portfolio of international undergraduate and graduate recruitment products and services. He consults with top universities worldwide, introducing the QS portfolio and advising them on strategies for brand positioning, international student recruitment and international partnerships.

Deena Al-Hilli - Project Manager
Deena is responsible for the overall growth and development of QS Stars. She joined QS in 2006 as a business development executive liaising with universities and business schools from around the globe to help them recruit high-quality candidates and improve their local and international presence. Deena has been a key member of the QSIU team since joining it in 2010, and is actively involved in the collection, verification and compilation of all data for the QS Stars audits. She frequently contributes her expertise global higher education events and conferences.

Ben Sowter - Head of Research at QS, leading the QS Intelligence Unit.
Ben is fully responsible for the operational management of all major QS research projects and is actively involved in all the collection, compilation and tabulation of all the data that lead to, among others, the QS Top MBA Applicant and Recruiter Research and the QS World University Rankings®. Ben is a frequent contributor to the press and his opinions and expertise are used regularly by major global publications.

John Molony - VP for Strategic Planning and Marketing
John joined the senior management team at QS in 2009 after 15 years in international higher education in Australia. At QS he is responsible for corporate marketing and the brand, and is leading several key initiatives. For QS’ sister companies, he is a senior consultant and director with QS Consulting, and a director with QS Unisolutions. John is also a member of the QS Academic Advisory Board.

Nunzio Quacquarelli - Founder and Managing Director of QS Quacquarelli Symonds Ltd.
Nunzio believes that education and career decisions are too important to leave to chance. QS aims to be the world’s leading media and solutions company in the higher education sector and the most trusted on-line and off-line meeting place for all candidates, schools and businesses for career and educational related decisions, at each key career stage. Nunzio is responsible for the annual TopMBA.com Applicant and Recruiter Research, producing several reports including the annual QS Global 200 Top Business Schools Report. He is recognized as an authority on the strengths, weaknesses and specializations of business schools and universities around the world.

Team of Analysts
Stephanie Braudeau        Ina Chiriliuc        Abby Chau        Martin Juno        Susan Gatuguta
Pricing

**QS STARS AUDIT FEE - US$9,850**

- Audit valid for three years
- Includes report detailing basis for achieved award and guidance on maintaining/improving award level
- Optional annual audit can be conducted at an extra fee, within the three year cycle

**QS STARS ANNUAL LICENCE FEE - US$6,850**

- Includes upgrade to intermediate profile level on www.topuniversities.com
- Presentation of specific results on a customised 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)
Participation Form

Institution name ____________________________________________________________

Institution address ________________________________________________________

_________________________________________________________________________

Email ____________________________________________________________

Tel __________________________ Fax __________________________

☐ 3 YEAR AUDIT    ☐ OPTIONAL ANNUAL AUDIT

TOTAL COST __________________________

Confirmation of your booking and an invoice will be sent to you via email. A QS representative will be in contact. This contract is binding.

Authorized signatory

Name of signatory __________________________ Position __________________________

Signature: stamp __________________________ Date __________________________

Please complete and scan to your representative

FOR GENERAL ENQUIRIES, PLEASE CONTACT

Deena Al-Hilli    deena@qs.com

FOR FURTHER INFORMATION ON QS STARS IN YOUR AREA, PLEASE CONTACT

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Zoya Zaitseva    zoya@qs.com
Aled Owens    aled@qs.com
Nicolas Cletz    nicolas@qs.com

UK, Ireland, Netherlands and Switzerland

Asia and Africa

Middle East

Italy and Turkey

Eastern Europe and Central Asia

USA

France and Belgium
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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