



WELCOME TO QS

The world's leading network  
for top careers and education



# Welcome to QS

QS Quacquarelli Symonds was founded in 1990 and has established itself as the world's leading provider of specialist higher education and careers information and solutions.

Our mission serves society and inspires everyone working at QS:

***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.

More than any other service provider in the international higher education and careers space, QS is equipped to support your internationalization objectives. Within the sector we are among the world's leading providers of:

Events:

- Over 1,000 clients of QS World MBA Tour, QS World Grad School Tour, QS World University Tour, plus conferences and seminars

Websites:

- Over 12 million visitors to TopMBA.com, TopGradSchool.com, TopUniversities.com

Research, benchmarking and rankings:

- Over 50 million visitors to QS World University Rankings & QS Stars

Software for student exchange, study abroad and prospect management:

- Over 400 university clients of moveon, movein, topapply

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

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

At the heart of QS is our independent expertise and global footprint. 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. We are a highly skilled and culturally diverse team of over 200 staff members, with over 40 languages spoken in-house.

Global partners are crucial in helping us lead the way in the marketing and recruitment of international students, as well as in fostering collaboration between institutions across borders: QS has long-term partnership agreements with TV, radio, newspaper and online media in 50 countries – ask for a copy of our media partners brochure.

We look to form long-term relationships with our clients, developing a deep understanding of your needs. We encourage you to contact the product managers listed in this brochure to explore how our expertise and outreach can assist you achieve your internationalization objectives.

The Team at QS

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## Rankings

QS has been producing the annual QSWorld University Rankings® since 2004 and the QS Asian University Rankings since 2009.

With an estimated 50 million people viewing the QSWorld University Rankings® in 2010, rankings produced by QS have captured the attention of students, parents, academics and employers around the world.

All our rankings are compiled by the QS Intelligence Unit in consultation with the QS Global Academic Advisory Board. Bibliometric data required in the citation score sections of the methodology is supplied by Scopus, part of Elsevier, the world's largest abstract and citation database of research literature.

QS continues to lead innovation in the ranking and evaluation of higher education institutions worldwide. In response to a need for comparative data at a more granular level, 2011 sees the first QS World University Rankings® by Subject, and new regional rankings.

The full methodology, a personalized ranking tool, and expert commentary are available on [www.topuniversities.com](http://www.topuniversities.com)

For more information, contact:

Ben Sowter, Head of QS Intelligence Unit

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# QS World University Rankings®

*"...though of course we recognize the limitations of all league table methodologies, we greatly value QS for the clarity and quality of the data you use and for the stability which enables us to see and understand trends over time. This, we think, gives your rankings a comparative advantage and considerable authority"*

Professor David Eastwood, Vice-Chancellor of the University of Birmingham

## What?

QS World University Rankings®, an annual league table of the top 600 universities in the world, is arguably the best-known and most respected rankings of its kind. Compiled by QS in close consultation with an international advisory board of leading academics, the rankings are widely referenced by prospective and current students, university professionals and governments around the world.

## How?

The rankings are based on four key pillars: research, teaching, employability, and internationalization. Six distinctive indicators make up the methodology.

- Academic peer review
- Employer review
- Faculty/student ratio
- Citations per faculty
- International faculty
- International students

## Why?

The purpose of the rankings has been to recognize universities as the multi-faceted organizations that they are and to provide a global comparison of their success against the notional mission of remaining or becoming world-class. They strive to meet the needs of a broad set of stakeholders including those of students, parents, academics, university staff and employers.

## When?

The 2011 QS World University Rankings® will be released in the third quarter of 2011.

The rankings provide:

- A comparative tool to help prospective international students shortlist potential universities on a global scale
- A rudimentary map of the international higher education landscape, which can, and has been used as a component in both institutional and government strategic decision-making



# QS World University Rankings® by Subject

## What?

The QS World University Rankings® by Subject attempts to evaluate universities at a more granular level. Based on natural groupings, response levels and expert advice, over 30 subject disciplines have been identified for consideration.

## How?

The QS World University Rankings® by Subject looks at three indicators: academic peer review, employer review and citations per paper. Weightings are not applied evenly between indicators for different disciplines, and are based on publication patterns and level of employer interest in the given subject area – all subjects have attracted solid academic response levels.

## Why?

Although the QS World University Rankings® have become arguably the world's favourite reference for comparing international higher education institutions at an overall level, there is a clear demand for ways to compare the effectiveness of institutions in narrower subject disciplines as many prospective international students know first what they want to study before asking the question of where they want to study.

## Subjects

- Accounting & Finance
- Architecture / Built Environment
- Art & Design English
- Biological Sciences
- Business & Management Studies
- Chemistry
- Communication, Cultural & Media Studies
- Computer Science
- Earth & Marine Sciences
- Economics & Econometrics
- Education
- Engineering - Chemical
- Engineering - Civil & Structural
- Engineering - Electrical & Electronic
- Engineering - Mechanical, Aeronautical & Manufacturing
- Environmental Sciences
- Geography & Area Studies
- History
- Language & Literature
- Law
- Linguistics
- Mathematics
- Medicine
- Metallurgy & Materials
- Modern Languages
- Performing Arts
- Philosophy
- Politics & International Studies
- Psychology
- Physics & Astronomy
- Sociology
- Statistics & Operational Research

## When?

The 2011 QS World University Rankings® - By Subject will be released in April and May of 2011.



# QS Asian University Rankings

## What?

The QS Asian Rankings are part of an expansion to the QS World University Rankings®. Published for the first time in 2009, the QS Asian University Rankings is published annually and ranks Asia's top 500 universities.

## Why?

The QS Asian Rankings identify excellence in higher education in the most dynamic and fast –growing region of the planet. Over two thirds of the international students come from Asia with an expanding proportion choosing a regional study destination. With both access to and demand for higher and postgraduate education in the region increasing exponentially year on year, QS Asian Rankings offer a useful comparative tool for students, academics and employers.

## How?

The QS Asian University Rankings methodology differs from the QSWorld University Rankings® and is based on the following criteria:

- Academic peer review
- Recruiter review
- Student/faculty ratio
- Papers per faculty
- Citations per paper
- International faculty ratio
- International student ratio
- Student exchange (inbound)
- Student exchange (outbound)

## When?

The 2011 QS Asian University Rankings will be released in May.



## *New regional rankings*

### What?

Following the success of the QS Asian University Rankings, a series of regional rankings is planned for 2011. The QS Intelligence Unit is currently working on a ranking to assess the excellence of Latin American universities. Additional regional rankings in the pipeline include the Middle East and Eastern Europe.

### How?

Methodologies are currently being fine-tuned and will differ from one region to the next. Eligible universities are typically those with two or more faculties, including postgraduate programs.

### Why?

The purpose of a regional ranking is to provide an independent table of reference of the quality for the universities in the region, based on a set of criteria that is tailored to reflect the specific conditions of the countries involved.





## Fairs

QS events offer direct access to high-calibre prospective students across the world in over 200 cities annually. No other events provider has the international expertise and connectivity. We organize education fairs linking undergraduate, postgraduate and MBA candidates with some of the world's best universities and business schools. With over 20 years' experience in the higher education sphere, we understand and cater for students and MBA candidates at different stages of their education and career.

Attendees of any of our MBA, Masters and PhD fairs are entitled to apply for one of \$1.2 million-worth of unique scholarships offered through the QS Education Trust.

In addition to the organization of fairs, QS has now developed a global student recruitment service, QS ADVANCE. This service, which is being rolled out in the second half of 2011, will operate with the highest level of integrity, ensuring the best outcomes for students and institutions alike. It is a natural extension of our support of students through their international education journey.

# QS World MBA Tour

*"I have been very impressed with the overall organization of all QS events I have personally attended. The quality of service, the willingness to continuously seek improvement, and the friendliness of QS employees is exceptional."*

Melissa Jones, Assistant Director of Marketing, INSEAD

## What?

The QS World MBA Tour is the world's largest series of recruitment and information fairs for business school applicants. In 2010, over 60,000 MBA candidates registered to attend QS events around the world.

## Who?

The QS World MBA Tour typically attracts MBA candidates from a diverse career background with over three years' experience at the early stages of the business school application stage.

## Why?

Candidates can:

- Apply for exclusive scholarships totalling over US\$1,200,000
- Attend GMAT™ and Admissions Strategy Workshop
- Interact with MBA recruiters and alumni at the careers panel
- Sample an MBA MasterClass from top professors
- Receive a free QS TopMBA Career Guide

Business schools can:

- Meet top MBA candidates from around the world, increasing international brand recognition
- Network and share experiences with other admission directors
- Gain access to QS TopMBA Outreach - an online tool helping to communicate effectively with applicants, access visitor data and send targeted email campaigns to matching candidates
- Benefit from the PR campaigns run by QS in every country we visit

## How?

This half-day event is mostly an open fair, where candidates are free to speak with business schools at designated tables, with GMAT and admissions strategy workshops and careers panel discussions with MBA recruiters and alumni running before and during the fair.

## When?

The tour will travel to 59 cities worldwide in Fall 2011, and 25 cities in Spring 2012

Latin America	August - September
North America	February, September - October
Europe, Israel, Azerbaijan, Kazakstan	March, October
Asia	April - November
India and Middle East	April, November - December



For more information please contact,  
Zoya Zaitseva on [zoya@qs.com](mailto:zoya@qs.com)



# QS TopMBA Connect 1-2-1

“Quality of candidates very high, and they were well matched to our programs - I would offer a place to all 6 that I saw.”  
Duke University, Fuqua School of Business

## What?

Now in its fifth year, TopMBA Connect 1-2-1 bridges the gap between event attendance and application submission. Candidates are selected for 30 minute one-to-one sessions with admissions directors, according to the specific entry criteria of attending schools and the study requirements of participating candidates.

## Why?

Candidates can:

- Gain more in-depth knowledge on what each business school can offer them
- Demonstrate to admissions directors what they can bring to the programs present
- Hone their application shortlist to the school/s that best fit their requirements

Business schools can:

- Speak with strong candidates, pre-matched to meet their own specific criteria
- Benefit from the pressure free environment to assess each candidate and what they can bring to a program, while answering all their questions and bringing them one step closer to application.
- Receive post-event data on where attending candidates are intending to apply. So, not only do schools receive a list of warm leads prior to the event (incl. resumes), but also a post event breakdown of who has already decided to apply.

## Who?

Before each event, each school receives a schedule of meetings with candidates who have been hand-picked to fit their entry requirements.

## How?

Our dedicated Selections Team will consult with each school prior to a tour and periodically throughout, to ensure that appropriate candidates are put through for their programs. They will be able to review candidate details prior to each event and have the final say on who they wish to meet.

## When?

The tour will travel to 41 cities worldwide in 2011, and to 20 cities in Spring 2012.

Latin America	March, and August/September
North America	February, September and November
Europe	February, March and October
Asia	November
India and Middle East	April and December



For more information please contact,  
James VanderMeer on james@qs.com



# QS World MBA Tour Premium

*“Great organization and really good numbers. The QS team were exceptionally helpful throughout”*

Oliver Ashby, London Business School

## What?

The QS World MBA Tour Premium provides candidates with a holistic view of the MBA experience; providing insight from the application and studying stages, to post-MBA experience. Designed as smaller, more intimate fairs – we invite only the global top 200 business schools\* to participate – these events target the very best and most pro-active MBA candidates.

\* According to the QS Global 200 Business Schools: MBA Employers' Choice.

## Who?

The events target the very best candidates during the early stages of their decision-making process. Only 6% of candidates attending our Premium events in September returned to our November QS World MBA Tour in 2010 - thus providing access to a unique pool of candidates.

## Why?

Candidates can:

- Attend a series workshops at the event, gaining a more in-depth understanding of the whole MBA experience, from business school application to life after an MBA
- Meet only the top business schools as voted by global MBA employers in the QS Global 200 Business Schools: MBA Employers' Choice Report

Business schools can:

- Choose to present at either a pre-fair panel or presentation slot at each event.
- Network and share experiences with other admission directors
- Gain access to QS TopMBA Outreach - an online tool helping to communicate effectively with applicants, access visitor data and send targeted email campaigns to matching candidates

## How?

The QS World MBA Tour Premium follows an innovative format which, in addition to the open fair, includes a comprehensive timetable of workshops and panels. This year, the tour will offer 16 workshop slots in each city. Schools can choose either a pre-fair panel or presentation slot at each event.

## When

Taipei	30 August
Seoul	1 September
Shanghai	3 September
Beijing	5 September
Tokyo	8 September



For more information please contact,  
Hanna Khan on [hanna@qs.com](mailto:hanna@qs.com)



# QS World Executive MBA Tour

## What?

The QS World Executive MBA Tour is a half-day table-top fair in specifically designated areas of the QS World MBA Tour.

## Who?

Candidates attending the QS World Executive MBA Tour are often at the early stages of their business school research and have six or more years of work experience.

## Why?

Candidates can:

- Meet business schools specifically targeting candidates with six or more years of work experience
- Attend panel discussions on “Choosing between executive and full-time MBA programs”
- Apply for exclusive scholarships totalling over US\$1,200,000

Business schools can:

- Raise the visibility of the Executive MBA as a study option for senior professionals seeking to obtain an MBA while continuing to work.
- Increase awareness of the “EMBA alternative” and promote lifelong learning and leadership development to senior professionals

## How?

This half-day event is mostly an open fair, where candidates are free to speak with business schools at the designated QS World Executive MBA Tour tables, with GMAT and admissions strategy workshops.

## When?

North America	<i>February, September - October</i>
Europe	<i>March, October</i>
Asia	<i>November</i>
India & Middle East	<i>April, November - December</i>



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 Hina Wadhwa Gonfreville on [hina@qs.com](mailto:hina@qs.com) 

# QS World Grad School Tour

“QS constantly amazes with incredible marketing that brings the most qualified candidates”  
Pepperdine University

## What?

The QS World Grad School Tour gives institutions the best access to well screened and well prepared graduate prospects from around the world. The tour is a prestigious series of half-day graduate education fairs, created especially for institutions, which wish to recruit international students for Masters and PhD programs across all disciplines.

## Who?

The event is targeted at candidates at the early stages of their Masters and PhD research. A complete A-Z of programs is represented.

## Why?

Candidates can:

- Meet universities offering a broad spectrum of Masters and PhD programs
- Apply for exclusive scholarships totalling over US\$ 1,200,000

Universities can:

- Meet targeted candidates who wish to embark on graduate study abroad.
- Network and share experiences with other admission directors
- Gain access to QS World Grad School Tour Outreach- an online tool to communicate effectively with applicants, access visitor data and send targeted email campaigns to matching candidates

## When?

Latin America	August- September
North America	September
Europe	March, April, October
Asia	November
India and Middle East	November-December



For more information please contact,  
Peter MacDonald on peter@qs.com 

# QS Grad School Select

“Thank you very much for your kind help! As always, QS gives a warm welcome and helps us get connected with our future students”  
HEC

## What?

QS Grad School Select personalizes the recruitment of international students as a complementary service to the QS World Grad School Tour where Masters and PhD candidates meet with universities for scheduled one-to-one interviews.

## Who?

The event is targeted at candidates who wish to undertake graduate study abroad. Candidates attending the event are often at the advanced stage of their research.

## Why?

Candidates can:

- Gain insider application tips from admissions directors who selected them as potential candidates for their chosen university
- Gain more in-depth knowledge on what universities and their programs offer
- Apply to exclusive scholarships worth over US\$1,200,000

Universities can:

- Speak with strong candidates who meet the individual school’s specific criteria
- Gain a better sense of whether a candidate is the “right fit” for the school
- Network and share experiences with other admission directors

## How?

Universities submit basic admissions criteria to the QS Grad School Select Team. Those who meet the basic criteria are invited to provide CVs, transcripts and evidence of any tests taken. Universities then shortlist candidates they would like to meet at the event.

## When?

Latin America	March - April, August - September
North America	September
Europe	October
Asia	November
India and Middle East	November - December



For more information please contact,  
Peter MacDonald on peter@qs.com 

# QS World University Tour

## What?

The QS World University Tour helps institutions to meet their specific international recruitment objectives by targeting undergraduate prospective international students. This prestigious series of half-day undergraduate education fairs, bringing together universities and internationally mobile students around the world.

## Who?

The event is targeted at internationally-mobile students (and parents) who are at the early stages of researching their first undergraduate degree.

## Why?

Candidates can:

- Conduct face-to-face discussions with representatives from some of the world's top universities
- Have the opportunity to ask questions directly to university representatives
- Attend seminars on choosing a university, studying abroad, the application process, and financing their studies

Universities can:

- Meet targeted students from the independent school sector, international schools, International Baccalaureate schools, private and state-run institutions
- Network and share experiences with other admission directors
- Gain access to QS World University Tour Outreach- an online tool to communicate effectively with applicants, access visitor data and send targeted email campaigns to matching candidates

## How?

This half-day event is predominantly an open fair, where candidates are free to speak with universities at designated tables.

## When?

Delhi	13 September
Kolkata	15 September
Bangalore	17 September
Hyderabad	19 September
Mumbai	21 September
London	08 October
Kuala Lumpur	09 November
Guangzhou	11 November
Beijing	13 November
Shenzhen	17 November
Shanghai	20 November



For more information please contact,  
Peter MacDonald on [peter@qs.com](mailto:peter@qs.com)



# QS World ARTS Tour

## What?

QS WorldARTS Tour is an event for those interested in degree programs in design and the creative and performing arts.

## How?

The tour is set in an environment uniquely prepared to support the nature of the subjects, allowing for portfolio viewings and on-the-spot auditions.

## Why?

Candidates can:

- Showcase their portfolios and attend on-the-day auditions for performing arts programs
- Attend seminars on international arts studies and career opportunities

Universities can:

- Recruit international arts and design students
- Raise their institutional profile internationally
- Showcase their students' creative work
- Network and exchange ideas with other arts institutions

## When?

Latin America	August
India	September, November
Europe	October
China	November



For more information please contact,  
Mandy Mok on [mm@qs.com](mailto:mm@qs.com) 

## QS Scholarships

*“QS Scholarship winners are united by their demonstration of responsible leadership and community commitment, in very varied circumstances”*

Nunzio Quacquarelli, Managing Director of QS

### What?

In 2005, QS founded the QS Education Trust with the objective of becoming the world's largest independent community-based provider of postgraduate scholarships. The scholarship fund now totals over US\$1.2 million.

Scholarships available:

- QS Community Scholarships for MBA and graduate studies
- QS Leadership Scholarships
- QS Scholarships for Academic Excellence for graduate studies
- QS Scholarships for Central & Eastern European Women

Scholarships from schools (partial list)

- Ashridge Business School
- EMLYON
- ESMT
- IE Business School
- Melbourne Business School
- Monterey Institute
- NYU Tisch School of Arts
- Politecnico di Milano
- Sydney Business School
- USC Marshall
- Vlerick Leuven

### Why?

QS is dedicated to encouraging talented individuals to benefit from an international higher education and, to this end, has for many years provided funds towards educational scholarships for young people.

### Who?

Candidates:

- Scholarships are available to graduate candidates who have been accepted to top universities and business schools and are looking for financial support. To become eligible candidates should have visited any QS fair in the past 12 months

Business schools and universities:

- Business schools and universities interested in increasing applications from selected regions or globally



For more information please contact,  
Zoya Zaitseva on [zoya@qs.com](mailto:zoya@qs.com)



## What?

QS ADVANCE is a global student recruitment service which simplifies the process of recruiting international students through an international student counselling network which operates at the highest levels of quality assurance. Our goal is to provide the international admissions office with quality applicants who are ready and able to enrol, and that have been fully briefed about their institution of choice. Once these candidates have been selected, we provide expert advice on all aspects of the complex process of studying abroad.

## Why?

It is our goal to make the recruitment process hassle-free by providing candidates who are qualified, well prepared and able to enrol. We also provide the tools and solutions to ensure the international application and enrolment process flows smoothly for remotely located candidates.

## Who?

In India the recruitment partnership has been established with Global Reach® a respected South Asian agency network with 20 years experience.



Other partnerships will be announced in 2011.

## How?

QS ADVANCE sits at the heart of our business model. Our established international brand and student recruitment expertise make us the best choice for students and universities to trust in this process.

QSADVANCE partners with a single, trusted local student recruitment agency in each source country to form a deeply embedded, long-term relationship for the provision of marketing and counselling services to internationally mobile students. Our partners will be comprehensively, independently verified for quality-assured counselling services. The partner representative will be among the largest, most respected and most powerful in its country of operation with excellent staff and systems.

Already an established leader in online prospect and application management, our award-winning software includes international student recruitment management tools.

- topapply® provides straightforward online management of your international student applicants.
- The topapply® system clearly sets out the international application process and communication flows that support candidates through to their acceptance of an offer.
- The applicant's data in topapply® may feed directly into your current application processing software to ease documentation transfer once candidates are confirmed;
- topapply® may be tailored to match your recruitment requirements.
- We provide international admissions offices with pre-screened, high-quality applicants who are ready and able to enrol.



For more information please contact,  
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## Conferences

From one-day seminars for high-potential future leaders, to senior academic level networking events on tropical islands, QS organizes a series of conferences in both the B2B and B2C space.

## What?

QSTopCareer Events are a series of conferences bringing together business schools, corporate employers and high-potential future leaders.

Conferences in 2011:

- QS Women in Leadership
- QS Diversity in Leadership
- QS Responsible Employer Showcase

## Why?

Delegates can:

- Attend presentations and panel discussions from some of the world's top business schools and corporate employers
- Network with other high-potential future leaders, gain insider tips on successful business school applications and future careers

Recruiters and admissions directors can:

- Reach out and attract the most talented and ambitious individuals to their business school/ university/company
- Network and share experiences with international recruiters and admissions directors
- Gain access to QS's targeted CV database, allowing for effective recruitment outreach in the future

## Who?

The events attract the most ambitious business and graduate school candidates from around the world.

## How?

Through QS's extensive candidate database and marketing activity; the events are invitation-only and target pre-selected candidates matching client requirements.

## When?

*Dates and locations to be confirmed.*



For more information please contact,  
Daniel Cooper on [daniel@qs.com](mailto:daniel@qs.com)



# QS-APPLE

## What?

Now in its 7th year, QS Asia Pacific Professional Leaders in Education – QS-APPLE – is the prime conference and exhibition for international educators in Asia, Europe, America and Australasia.

## Who?

Delegates are often senior and middle-ranking academics and university and college administrators from around the world who aspire to advance the international success of their institutions and students through global partnerships and collaborations.

## Why?

Delegates can:

- Network and meet up to 1,000 top international educators from over 45 countries and develop Asia-focused international collaborations
- Attend high-calibre information sessions for professional and institutional development from over 100 experts in the higher education field
- Attend parallel sessions featuring general and specific aspects of international higher education
- Attend plenary sessions with keynote addresses by leading authorities on higher education

## How?

The event is now a fixture in many international educators' calendars. Candidates can register on [www.qsapple.org](http://www.qsapple.org)

## When?

23-25 November  
University of Santo Tomas, Manila, Philippines

- QS-APPLE 2012  
Organising partner: Bogor Agricultural University (Indonesia)
- QS-APPLE 2013  
Organising partner: Sung Kyun Kwan University (South Korea)
- QS-APPLE 2014  
Organising partner: Taipei Medical University (Taiwan)



For more information please contact,  
Mandy Mok on [mm@qs.com](mailto:mm@qs.com)



# QS-MAPLE

## What?

Following the success of QS-APPLE, QS Middle East and Africa Professional Leaders in Education Conference (QS-MAPLE) – is the prime conference and exhibition for international educators in the Middle East and Africa. This annual conference offers delegates an excellent opportunity to learn and exchange best practices, network and explore global partnership and collaboration. It will also provide strategic insights into key issues in Middle East and African higher education.

## Why?

Delegates can:

- Meet top international educators from around the world and develop global partnerships and collaborations

Attend sessions on:

- Creating world-class universities in the Middle East and Africa
- Balancing public needs and market demands
- Forecasting trends in regional student mobility
- Changes in university governance
- Funding of international education
- Campus internationalization
- Management of quality assurance
- Regional perspectives to teaching and learning
- Cross-border/transnational education and international partnership
- Branding, marketing and recruitment
- Research, development and collaboration
- And many more...

## Who?

Delegates are often senior and middle-ranking academics and university administrators from around the world with a particular interest the Middle East and Africa who aspire to advancing the international success of their institutions and students.

## How?

The conference is set to become an unmissable annual event for international educators interested in forming partnerships in the Middle East and Africa. Candidates can register on [www.qsmapple.org](http://www.qsmapple.org)

## When?

1-2 May  
Dubai Knowledge Village  
Dubai  
UAE



For more information please contact,  
Mandy Mok on [mm@qs.com](mailto:mm@qs.com)



# QS WorldClass

## What?

QSWorldClass is an annual series of professional lifestyle seminars held in tropical resorts of distinction. The three-night, two-day event includes prize-giving dinners, scheduled coaching, sports and leisure activities.

## Who?

Delegates are restricted to presidents and vice-chancellors of Asian universities seeking to improve the global recognition of their institutions through strategic and professional development.

## Why?

Delegates can:

- Attend high-level internationalization seminars with select audiences for the professional development of Asian university seniors
- Learn from world-class speakers with a strong track-record of institution development on topics such as university governance, management, funding, rankings, communications and global partnership development
- Network with academic peers from Asia and form strategic relationships over golf and many other leisure activities
- Learn from experiences senior leaders of corporate employers who are keen to share their knowledge with the academic community

## How?

This exclusive event is now a fixture in many Asian universities' calendars. Registration for 2012 will be available on [www.qsworldclass.com](http://www.qsworldclass.com) soon.

## When?

Jeju Island, South Korea	April 2012
Hualien, Taiwan	April 2013



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Mandy Mok on [mm@qs.com](mailto:mm@qs.com) 





## Online

With over 12 million visitors to TopMBA.com, TopGradSchool.com, TopUniversities.com, QS hosts some of the world's leading higher education web sites.

QS has also developed QS Scorecard, a personalised ranking tool to aid prospective undergraduate, postgraduate and MBA candidates around the world in their university and business school research.

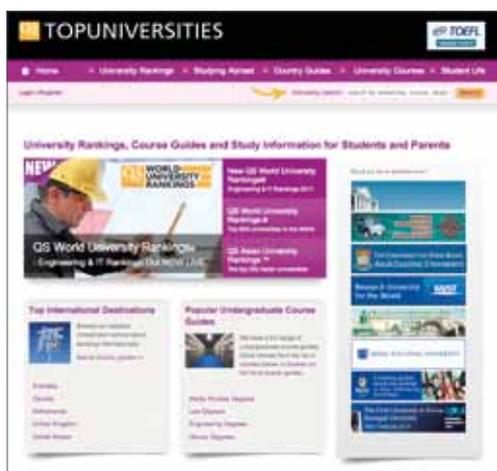
# TopUniversities.com

“When you look at traffic coming directly to our website, topuniversities.com is our leading referral site.”

Josh Murray - Director of Global Communications NYU Tisch School of the Arts Asia

## What?

www.topuniversities.com is the online home of the QS World University Rankings®, and offers the complete web-based solution for prospective international students worldwide. As well as accessing the full QS Top 500 universities in the world, students can view QS rankings interactively by region, subject and by individual indicator. QS Scorecard, a unique university short-listing application, allows users to create their own personalized university ranking based on the criteria that matter to them. TopUniversities.com also features in-depth and accessible guides to the world's top study-abroad destinations and university programs, as well as the latest news and commentary from industry experts on worldwide higher education issues. The website is also the online gateway to the QS World University Tour



## Statistics

In 2010, TopUniversities.com received:

Visits: Over 8.5 million  
Page views: Over 31 million

## Newsletters

The inaugural edition of the monthly *TopUniversities* newsletter will be published in June 2011, with an initial readership of 65,000 high-school students and parents around the world, and with a view to treble this reach by the end of the year.

The newsletter will provide accessible and informative guides to the world's top international study destinations and undergraduate degree programs, as well as advice and commentary from higher education experts addressing the latest issues affecting prospective students worldwide. Content will also cover the latest developments in the QS World University Rankings®, with regionally targeted articles to maximise click-through rates and exposure for the limited number of advertising slots available.

The *Higher Education World* newsletter contains news and features covering higher education trends and the latest developments in QS rankings.

A monthly publication sent directly to the email inboxes of over 50,000 academics and university administrators, content is produced by QS's in-house higher education experts.



## What?

An independent source of authoritative information on MBA applications, business school education and management careers, TopMBA.com also hosts comprehensive, in-depth primary research. Visitors can make use of Scorecard, a personalized MBA ranking system, as well as informative business school profiles and management degree ratings. TopMBA.com is also the online gateway to the QS World MBA Tour and Connect I-2-I events,

## Statistics

In 2010, TopMBA.com received:

Visits: Over 1.5 million  
Page views: over 4.2 million

## Top visits by country

1. US 2. UK 3. India 4. Canada 5. Malaysia

## Newsletter

The TopMBA.com newsletter contains the latest news and features on MBA career trends, admissions advice, and regional developments affecting MBA applicants, students, and alumni. A bi-monthly publication sent directly to the email inboxes of over 230,000 people around the world who have registered their interest in enrolling on an MBA program, content is edited regionally in order to ensure the best possible open and click-through rates, and for maximum exposure of the limited number of advertisements carried in each edition.



For more information please contact,  
James VanderMeer on james@qs.com @

# TopGradSchool.com

## What?

www.topgradschool.com is a leading online guide to Masters and PhD courses worldwide targeted at ambitious and motivated prospective graduate students. The site features expert comment and advice, as well as detailed information on courses, funding and applications. The online home of the QS World Grad School Tour, it provides official registration for tour events, information on QS applications services such as QS Grad School Select, and details of a range of exclusive QS scholarships for graduate study. The site also hosts the online version of the *QS Top Grad School Guide*, an annual 200-page magazine featuring the latest news and information on graduate study worldwide, as well as a free monthly newsletter.



## Statistics

In 2010, TopGradSchool.com received:

Visits: over 846,621  
 Page views: 2.15 million

## Top visits by country

1. USA
2. India
3. UK
4. Russia
5. Canada

## Newsletter

The TopGradSchool.com newsletter contains the latest news and features on graduate career trends, admissions advice, and regional developments affecting Masters and PhD applicants, students, and alumni. A monthly publication sent directly to the email inboxes of over 120,000 people around the world who have registered their interest in enrolling on a Masters and PhD program, content is edited regionally in order to ensure the best possible open and click through rates, and for maximum exposure of the limited number of advertisements carried in each edition.



For more information please contact,  
 Peter MacDonald on peter@qs.com @

# TopInternships.com

## What?

TopInternships.com is a site dedicated to undergraduate, graduate internships and placements. A free and easy way to search internship and placement programs from graduate recruiters across multiple sectors, it is also the key point of information for internship and placement news, features and application advice.

## Top visits by country

- 1. UK 2. US 3. France 4. Germany 5. Canada

## Newsletter

The inaugural edition of the monthly *TopInternships* newsletter will be published in June 2011, with an initial readership of 30,000 university students around the world, with a view to treble this reach by the end of the year.

## Statistics

In 2010:

Visits: 68,802  
Page views: 276,007



For more information please contact,  
Peter MacDonald on peter@qs.com



# QS Global-Workplace

## What?

QS Global-Workplace is an online careers platform featuring job postings, online & print CV book services, CV searches, international recruiter research.

## Who?

QS Global-Workplace provides lifetime career development support to MBA and Masters alumni from the leading business schools worldwide. We support career services by delivering networking opportunities, original research, and access to global employers such as Accenture, Deloitte, DHL, Eli Lilly, Google, IBM, Barclays, and Bank of America.

## Why?

For MBA and Masters alumni:

- International MBA & Masters job postings
- Global networking
- TopMBA.com Jobs & Salary Trends Report

For recruiters:

- Lifetime membership
- Access to 50,000+ MBA & Masters students and alumni
- Global MBA salary figures and trends analysis
- TopMBA Careers eGuide – distributed to business school partners and members at international career conferences



For more information please contact,  
Dan Beaudry on dan.beaudry@qs.com



# QS Scorecard

## What?

QS Scorecard is an interactive web tool providing a personalized ranking for the user. Matching universities and business schools are identified to candidates free of charge, in the form of a basic profile. Scorecard clients can download details of candidates whose search criteria match their programs.



## Why?

For students:

- Undergraduate, postgraduate and MBA candidates can search and identify the best-suited universities and business schools according to their personal criteria.
- A quick and easy way to compare hundreds of universities and business schools online

For universities and business schools:

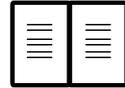
- Cost-effective, targeted lead generator
- Subscriptions include higher visibility, hyperlinked logos and posting on media partner websites



For more information please contact,  
Ricky Couprie on ricky@qs.com







## Publications

From undergraduate study guides to coffee-table books demonstrating the excellence of institutions regionally, QS produces a series of publications for both the B2B and B2C space.

# QS TopMBA Career Guide & QS TopExecutive Guide

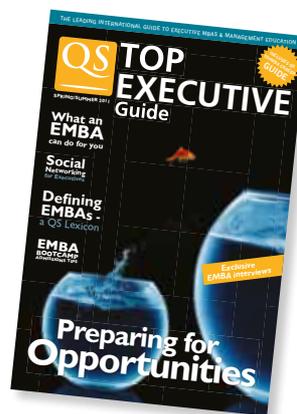
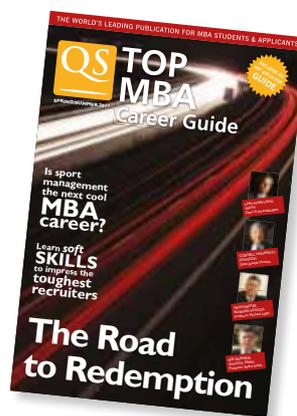
## What?

Published twice a year: Spring and Fall, 40,000 copies of the *QS TopMBA Career Guide* and its sister publication, the *QS TopExecutive Guide*, are distributed annually at the QS World MBA Tour and QS World Executive MBA Tour. The guides are also available on [www.topmba.com](http://www.topmba.com) and [www.topmba.com/emba](http://www.topmba.com/emba), and distributed as e-guides on partner websites.

Editorial focus: Up-to-date MBA and Executive MBA trends and information, including admissions, finance, scholarships, GMAT, ROI, work/life balance, post-MBA recruitment and career development.

## Who?

Readership of mainly MBA and Executive MBA applicants, senior executives and professionals.



## Why?

For candidates:

- High-quality editorial by business schools and QS staff writers

For business schools:

- Reach out to a prestigious audience
- Editorial/PR outreach: Participants of the QS World MBA Tour and QS World Executive MBA Tour are invited to provide us with quotes and content for our articles and press releases
- Online distribution of the e-Guide through international media partners- reaching thousands of readers



For more information please contact,  
*QS TopMBA Career Guide*

Kamran Ahmed on [kamran@qs.com](mailto:kamran@qs.com)

*QS TopExecutive Guide*

Hina Wadhwa Gonfreville on [hina@qs.com](mailto:hina@qs.com)



# QS TopGradSchool Guide

## What?

Reflecting the aspirations of Masters and PhD candidates globally the guide is a proven and cost effective means to delivering your brand message.



## Why?

The QS Top Grad School Guide is distributed at each and every single QS World Grad School Tour event. It is downloadable from [www.topgradschool.com](http://www.topgradschool.com) and is distributed to the QS World University Rankings® Top 500 universities and the FTSE 500 companies.

## Who?

Reach over 125,000 potential Masters or PhD candidates, communicate with the world's top 500 universities, promote the value of your institution's research and student body to the world's top employers, blue-chip companies NGOs and educational bodies on a truly global basis.



For more information please contact,  
Peter MacDonald on [peter@qs.com](mailto:peter@qs.com)



## QS Top Universities Guide

*“The Top Universities Guide and the Top Universities website have proved to be optimal channels for positioning UNSW and for generating interest from a diverse range of prospective students and other universities.”*

Jennie Lang, Pro Vice-Chancellor UNSW International

### What?

The *QS Top Universities Guide* is an annual guide to selecting and gaining admission to the right university. The book is given away at the QS World University Tour and is also sold through a global distribution network of book stores, online providers and education fairs. The e-book is hosted on [www.topuniversities.com](http://www.topuniversities.com).

### Who?

Readership of mainly international students seeking degrees worldwide, and their parents.

### Why?

For students:

- Detailed profiles of universities featured in the top 100 of the QS World University Rankings®
- Study abroad country guides
- Fees, finance and scholarships advice
- University application advice
- Directory of university information by country

For universities

- Global distribution of the *QS Top Universities Guide* increases university's international brand recognition
- Online distribution of the e-Guide through international media partners reaching thousands of readers

### New!

The *QS Top Universities Guide* and eGuide now in Chinese. Some two billion of the world's population use Chinese as their first language. The People's Republic of China (PRC) remains the world's most important source of international students, and continues to grow rapidly. The 20,000-circulation paper edition of the Chinese-language guide is distributed throughout the PRC. Combining your advertising in both English and Chinese editions will help universities achieve visibility within both the Chinese and global student community.

TOP  
UNIVERSITIES  
GUIDE

For more information please contact,  
Peter MacDonald on [peter@qs.com](mailto:peter@qs.com)



## QS Showcase - Asia

### What?

*QS Showcase-Asia* is an elegant, hardback coffee-table publication. Top Asian university leaders present the best of their institutions to their peers around the world, highlighting key contributions they are making to the advancement of global higher education.

The content features:

- Exclusive interviews with presidents of top Asian universities and with Asian education ministers
- Interview with a global celebrity who passionately advocates the benefits of education
- Expert articles on trends and developments in pan-Asian higher education
- Interviews with leaders of major Asian corporations who support university-industry collaboration
- Results of the QS World University Rankings® and the QS Asian University Rankings

### Why?

Sustained economic growth in Asia over the past 20 years has helped to propel many of its universities into the top tier of global higher education. The advent of global rankings of universities has ensured that this status now achieves international visibility. *QS Showcase- Asia* provides institutions to tell their story to their academic peers around the world.

### Who?

The printed edition of *QS Showcase-Asia* is distributed free of charge to the two top executives (e.g. president and provost) of the following:

- Top 500 universities featured in the QS World University Rankings®
- Top 200 universities featured in the QS Asian University Rankings
- China's 106 "Project 211" universities
- Top 20 Indian universities
- Top 20 Middle East universities
- Heads of state of the G20 countries
- Ambassadors and high commissioners of 250 major diplomatic posts worldwide
- Chief executives of the top 200 Asian corporations

*QS Showcase-Asia* is also published online as an e-book to reach the worldwide higher education community.

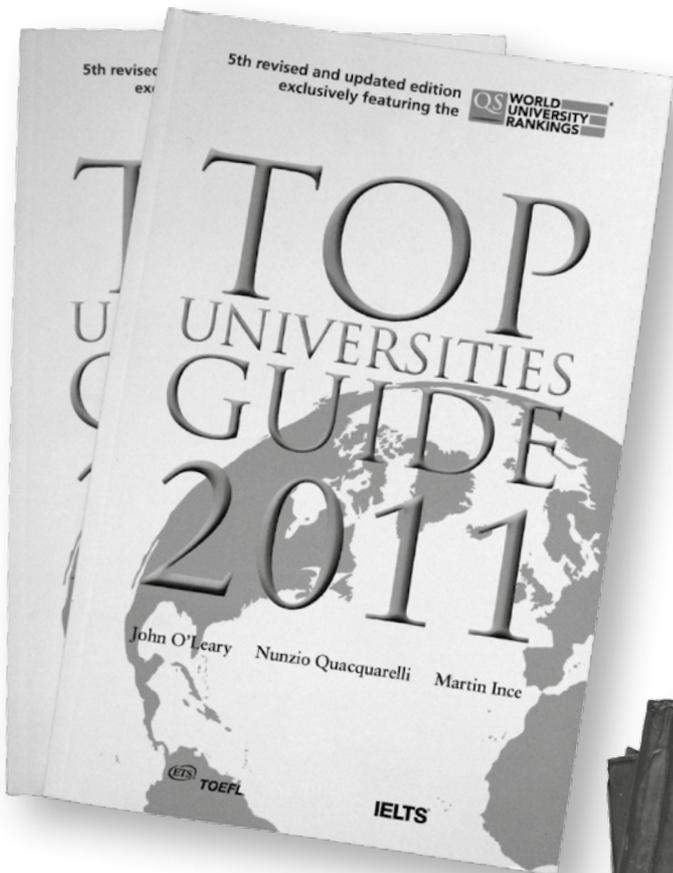
### When?

The 2nd edition of *QS Showcase- Asia* will be released at the 7th QS-APPLE conference in November 2011 in Manila, Philippines.

  
*Showcase*  
by QS ASIA

For more information please contact,  
Mandy Mok on [mm@qs.com](mailto:mm@qs.com)





## QS Showcase - Middle East and Africa

### What?

Similar to the Asia edition, *QS Showcase-Middle East & Africa* will offer a range of insightful articles highlighting the importance of Middle East and African university education to the advancement of society in the region and the world. The hard-bound, luxuriously produced book offers MEA university presidents the most effective way to show their global peers how their institutions have developed over the past decade.

The content features:

- Exclusive profiles of presidents of top Middle East and African universities and education ministers from the region
- Interview with a global celebrity who passionately advocates the benefits of higher education
- Expert views on developments and trends in Middle East and African higher education
- Interviews with leaders of major Middle East and African corporations that support university-industry collaboration
- Updates on higher education developments in the relevant countries
- Tables of latest QS World University Rankings® with expert commentary

### Why?

Middle East and African (MEA) higher education institutions are increasingly seeking recognition in the international academic community and fostering public trust among its members. While retaining their rich culture and social values, MEA higher education institutions see the long-term benefits of cultivating relationships in the global arena. Through exposure in *QS Showcase-MEA*, MEA universities will attract more international faculty and partners, in turn attracting more overseas students to enrol in their programs.

### When?

The inaugural edition of *QS Showcase-MEA* will be released at the 7th QS-APPLE conference in November 2011 in Manila, Philippines.

2010  
e  
  
by QS ASIA

For more information please contact,  
Mandy Mok on [mm@qs.com](mailto:mm@qs.com)







## Research

From graduate and MBA applicant surveys, salary trends reports, to university excellence and benchmarking reports, QS Intelligence Unit produces independent, highly sought-after research in higher education.

# QS Stars

“NTU is participating in a QS Stars audit to establish our strengths as a university across a broader range 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, President, Nanyang Technological University

## What?

The QS Stars system evaluates universities against a range of important performance indicators based on a ratings method. It awards Stars to an institution, based on a range of criteria, and can include universities not traditionally well placed in rankings. It is an opportunity for these universities to highlight their strengths via awarded recognition.

## Why?

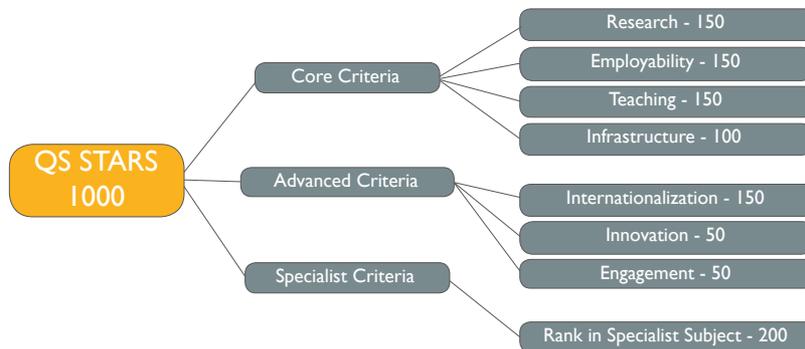
Although traditional rankings can be an effective tool in measuring an institution’s excellence in the global higher education sphere, there is a need for a rating system which offers students, parents and universities a more detailed comparative tool focusing on an individual institution’s excellence and specialist strengths. Ratings are not dependent on the performance of other institutions, but evaluate an individual institution’s performance and measure it against pre-set thresholds.

QS Stars provide:

- Students and parents with a detailed analysis of an individual institution’s performance, broken down by a broad set of criteria
- Universities with a comprehensive and detailed view of their institution’s performance, aiding in their strategic planning and development

## How?

A Star rating is reached through the distribution of 1000 points by three main criteria, which are broken down further into eight sub-categories.



For more information please contact,  
Deena Al-Hilli on [deena@qs.com](mailto:deena@qs.com)



## Other QSIU research

*“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”*

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

### QSIU Benchmarking

The Benchmarking service builds on data gathered for the QS World University Rankings®, as well as other sources, in order to develop a comparative analysis of institutional performance over time. Comprehensive reports, delivered annually, contain trend data on ranking positions, the majority of raw data behind the QS Rankings, and a variety of other metrics.

Institutions select a number (between six and 30) of target institutions from the rankings list with which to compare themselves. We provide guidance to identify suitable peers using our classifications system, which identifies institutions that have a similar size, number of faculties, and research output. The benchmarking process takes three to five years, with each year providing additional performance measurement and institutional comparison.

### QS TopMBA Applicant Survey

The QS TopMBA Applicant Survey is the largest survey of the mindset and aspirations of MBA applicants ever conducted. The results provide detailed insight into the status, attitudes, goals and ambitions of MBA applicants worldwide and how they, and the employment and education markets for young professionals, are changing.

### QS TopMBA Jobs & Salary Trends Report

Since 1990, QSIU has conducted an annual survey of MBA employers worldwide to determine trends in international salaries and recruitment. The research is of interest to all who follow the international MBA and recruitment market. It helps MBA recruiters, business school administrators, career services, current and future MBA graduates to make informed strategic decisions.

### QS TopGradSchool Masters & PhD Applicant Survey

Similar to the QS TopMBA Applicant Survey, the QS TopGradSchool Applicant Survey focuses on global trends among Masters and PhD applicants.

### QS Global 200 Business Schools: MBA Employers' Choice

The QS Global 200 Top Business Schools - MBA Employers' Choice research originated in the early 1990s, as an alternative to business school rankings. The report enables employers to identify the business schools from which they most actively recruit, without inferring any overall ranking.

This truly global piece of research identifies the most popular business schools in each region of the world, because there are a growing number of employers seeking talented MBAs at a regional level.





## IT Solutions

QS unisolution was formed in April 2009 when unisolution, the market leading supplier of software and services in the area of higher education internationalization, joined forces with the software business of QS, renowned for its expertise in student recruitment management systems. QS unisolution now offers an unmatched portfolio of software and online solutions for higher education institutions.

The scope of QS unisolution activities includes:

- Solutions for international relations management
- Solutions for managing prospects, online applications and student recruitment
- Solutions for standardized inter-institutional data transfer and communication
- Development of IT procedures for implementing the Bologna process

moveon

*“All information about our international activities is saved in moveon. The reporting tool of this international relations management software enables us to carry out our strategy for internationalization most efficiently.”*

Patricia Budo, Head of International Office, Université Michel de Montaigne – Bordeaux 3

## What?

moveon is the world's leading software solution for international relations and mobility management. moveon is a complete system that offers new possibilities for institutions looking to manage and drive forward their internationalization strategies, and enabling them to stay on top of the ever-increasing volume and complexity of international research and education.

moveon can help:

- Support the strategic management of your institution's international relationship portfolio
- Manage all kinds of mobility, including student and staff mobility
- Create student experience reports
- Use interactive maps with the Exchange and Study Abroad Finder to explore possibilities.
- Manage relationships with partner institutions and ensure that contact and agreements are readily available at all times
- Calculate grants, manage payments and create financial reports through financial management tools
- Offer easy to create, flexible reports on all areas of activity with intuitive reporting wizards

## Why?

- A worldwide user community with over 300 institutions
- Improves efficiency
- More flexible workflows and intuitive usage
- Unique networking possibilities at 100 events annually
- Personal customer support services offered by highly-skilled staff

## New!

*Researcher Mobility Support System*

Adds value to research-intensive universities by structuring and simplifying the complex process of accepting foreign researchers.



For more information please contact,  
Katharina Berger on  
[Katharina.berger@qs-unisolution.com](mailto:Katharina.berger@qs-unisolution.com)



## topapply

*“ESCP Europe has been using topapply for a number of years for our Executive MBA. The tool has enabled us to engage successfully with our prospects and we have seen a steady increase in the number of candidates confirming their places each year. Our satisfaction with topapply and the high-level support we receive from the QS Unisolution team is clearly demonstrated by the fact that we are currently rolling out the solution for all ESCP Europe programmes.”*

Rachel Maguer, ESCP-Europe

### What?

topapply offers a comprehensive recruitment software solution for universities and business schools. By managing candidate relationships from initial contact through to admissions and beyond, topapply guarantees a smooth application and admissions process for both students and the admissions office.

topapply can help:

- Manage prospects, set statuses, add notes and schedule tasks
- Communicate effectively with applicants via email campaigns and templates
- Organize recruitment events and campaigns through one effective marketing tool
- Provide applicants with a better service through the online application form
- Applicants pay application fees online
- By allowing users to view comprehensive reports to monitor progress and evaluate success
- By allowing access to all QS Tour participant data through the QS Tour Outreach

### Why?

- Improve the quality of applicants who submit their application
- Fine-tune your marketing activities based on reports
- Communicate effectively with prospective students
- Achieve greater administration efficiency
- Satisfy the online demands and expectations of candidates
- Maximize conversion of the best candidates into students

### New!

*topapply seminars*

- Get to know topapply through seminars at the QS World MBA Tour, the QS World Grad School Tour or at the international conferences NAFSA or EAIE



For more information please contact,  
Katharina Berger on  
Katharina.berger@qs-unisolution.com





## movein

*“As movein is completely online, we didn’t have to worry about installation or implementation problems. This was really important for us when we have such little time to spare.”*

Winnie Rosatis, Head of International Office, Fulda University of Applied Sciences

### What?

movein is a dynamic software solution specifically designed to satisfy the needs of German higher education institutions. movein manages all online application, application and admissions procedures for international students and master’s degree course applicants.

### Why?

- Control all applications and manage admissions in a single system
- Enable centralized and decentralized admissions procedures
- Remove the need for tricky installation with an entirely web-based solution
- Improve efficiency with less administration
- Improve the quality of applicants through reporting



movein

For more information please contact,  
Katharina Berger on  
Katharina.berger@qs-unisolution.com





# QS Consulting

## What?

QS Consulting is a division of QS Quacquarelli Symonds Ltd. Although we tap into the extensive higher education industry expertise and experience of QS Quacquarelli Symonds Ltd, QS Consulting is a stand-alone management and performance consulting firm with the flexibility to adapt to the needs of our prospective clients.

QS Consulting provides a full spectrum of consulting services to universities and higher education (HE) institutions worldwide. We offer sector-specific management and organizational solutions, with a focus on assisting the achievement of excellence through improved performance. It is important to emphasize that the key objective of any project offered by QS Consulting is to improve the performance of the institution in general or in the specific areas agreed upon, rather than solely in terms of its ranking positioning in any published listing (operated by QS or otherwise). However, if properly implemented, our recommendations are likely to bring changes that will, in due course, naturally feed into many ranking measures.

## Why?

- Gain a thorough analysis of your institution's current performance
- Learn from internationally recognized consultants with vast experience in managing and advising institutions within the higher education sector

- Receive realistic and achievable recommendations to address the specific issues investigated
- Flexibility- QS Consulting offers bespoke services to address our clients' specific priorities and objectives, ensuring we fully understand their unique culture, characteristics and objectives.

## Who?

- Universities and higher education institutions worldwide aspiring to achieve world-class standards and sector-wide recognition
- Governments and quasi-governmental bodies aiming to enhance their country's higher education standards

## How?

We pull together bespoke teams of specialists who work closely with clients' key administrators and decision makers. We focus on four key (and to some extent overlapping) practice areas:

- HE sector specializations
- Implementation and change management
- Strategy and organisation
- Profile and marketing



For more information please contact,  
Catarina Roscoe on [catarina@qs.com](mailto:catarina@qs.com)





## QS - OUR MISSION

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

[www.qs.com](http://www.qs.com)

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