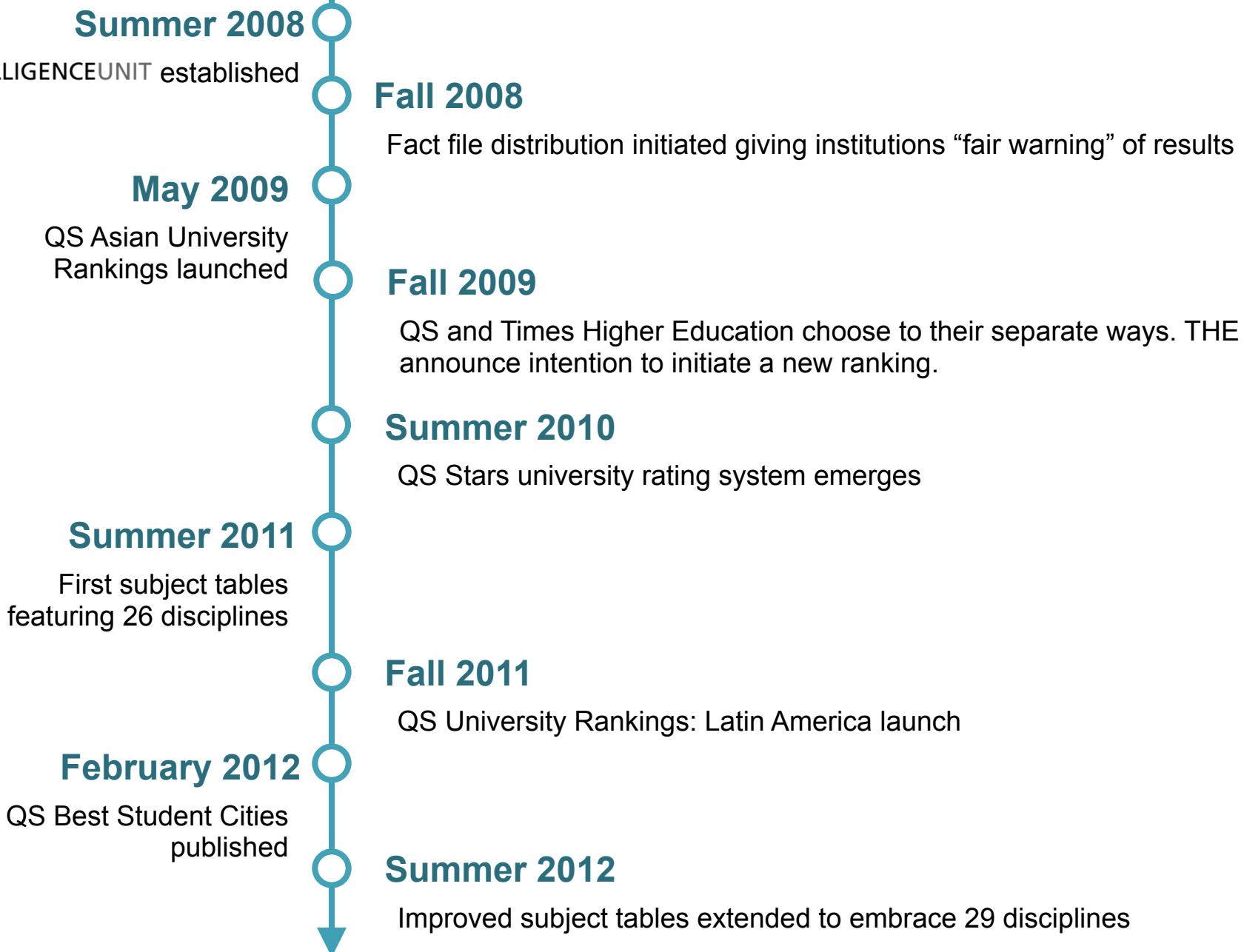




A student-centric approach to rankings
A focus on how employability forms a key focus of all QS
rankings and evaluations

Ben Sowter
Head of Division, QS Intelligence Unit

UNAM, May 2012





To **ENABLE** motivated people around the **WORLD** achieve their **POTENTIAL** by fostering international **MOBILITY**, educational **ACHIEVEMENT** and career **DEVELOPMENT**



The list is the origin of culture... How does one attempt to grasp the incomprehensible?
Through lists.

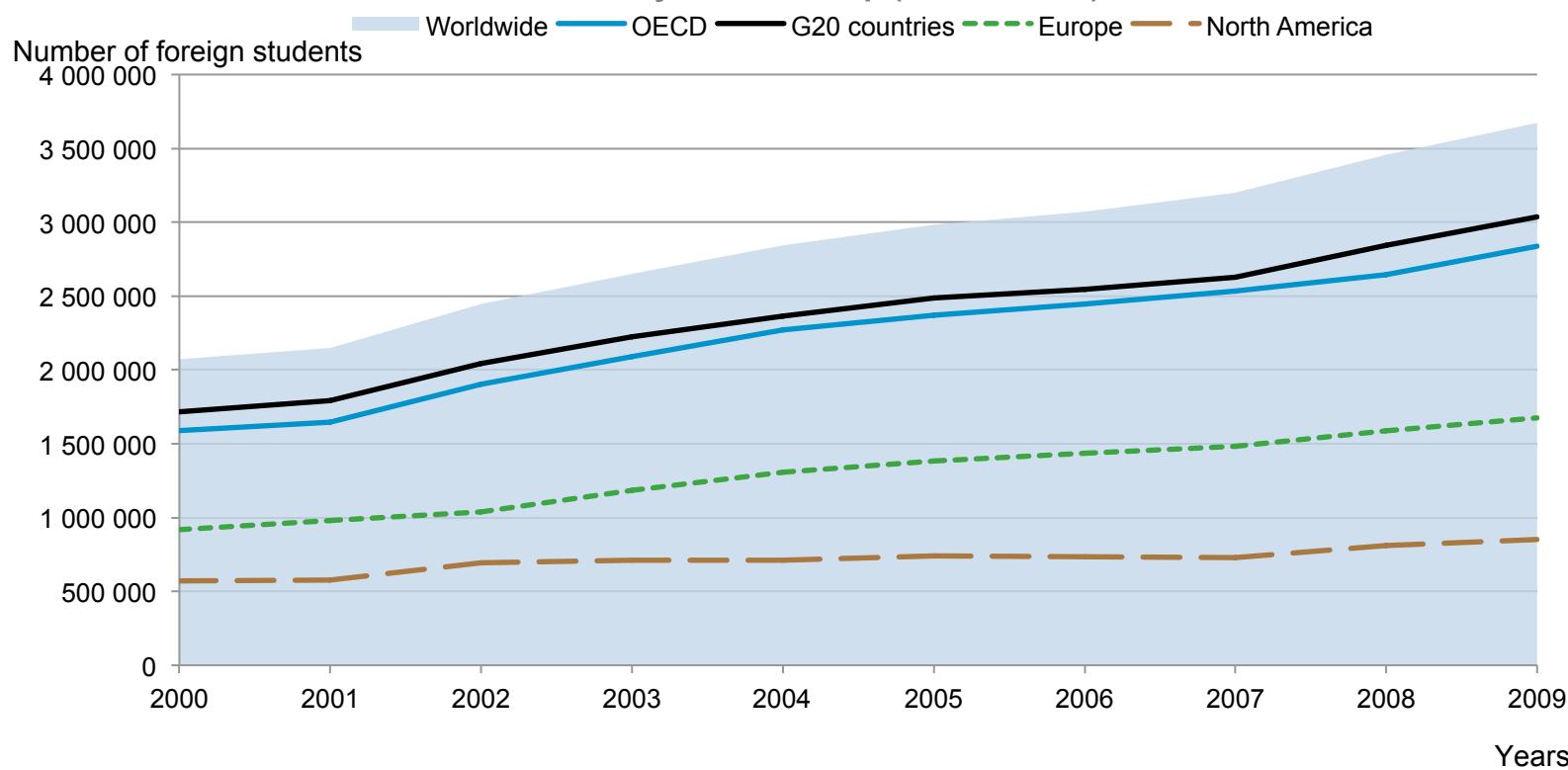
Umberto Eco

Student Challenges

- Higher education costs increasing
- Number of students increasing
- Number of international students increasing
- More universities actively recruiting
- Flooded with information
- Employers increasingly dissatisfied with graduate skill sets
- Need for discernment
- Need for navigation tools

International Student Growth

Chart C3.1. Evolution by region of destination in the number of students enrolled outside their country of citizenship (2000 to 2009)



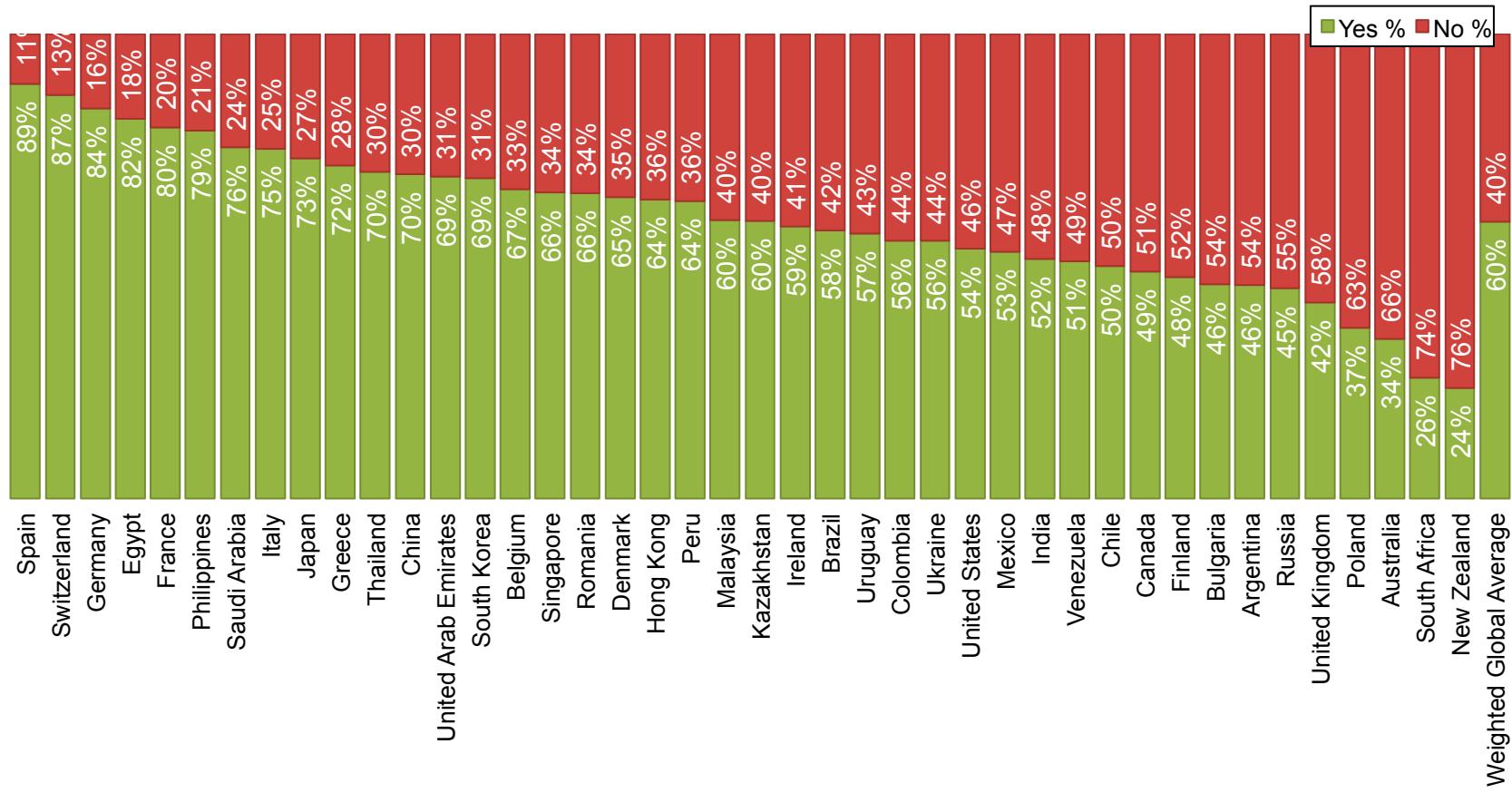
Source: OECD and UNESCO Institute for Statistics for most data on non-OECD countries. Table C3.5.
See Annex 3 for notes (www.oecd.org/edu/eag2011).

Employability – a unique lens

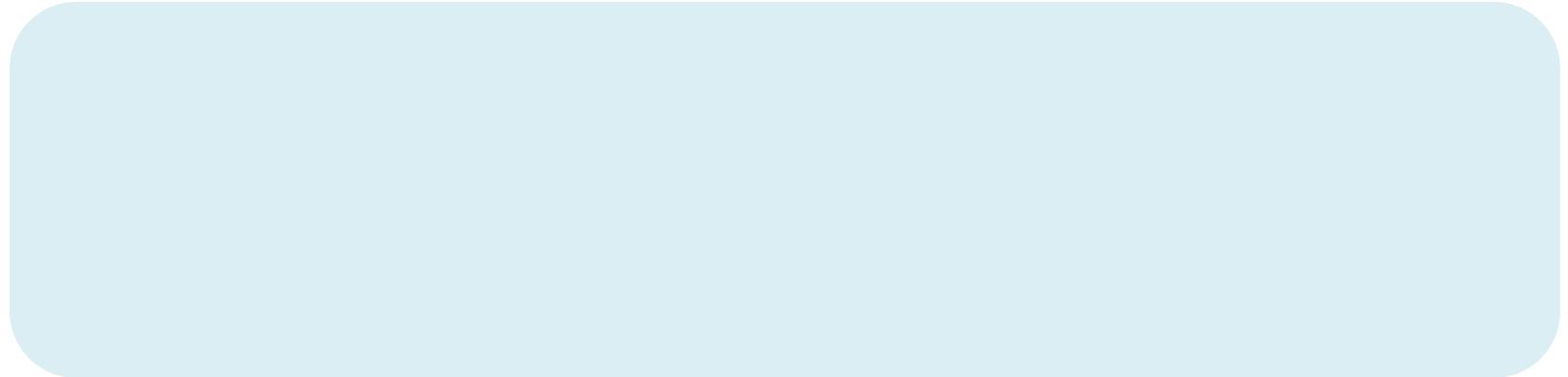
- QS the only global ranking authority to consider it
- Central to the life goals of most prospective students
- Employer reputation a key rankings metric
- An essential inclusion in every QS assessment

By Country

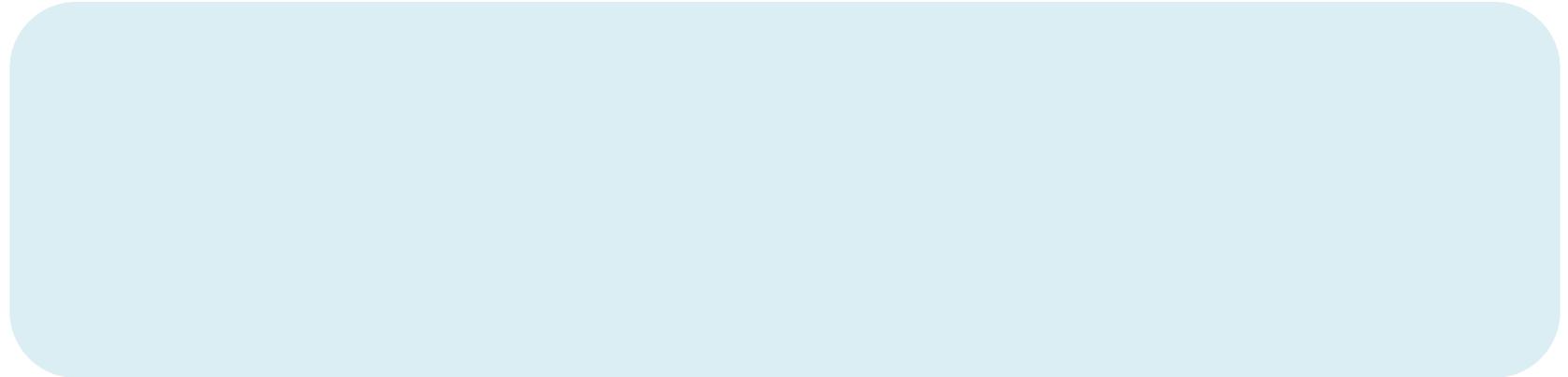
Do you actively seek or attribute value to an international study experience when recruiting?



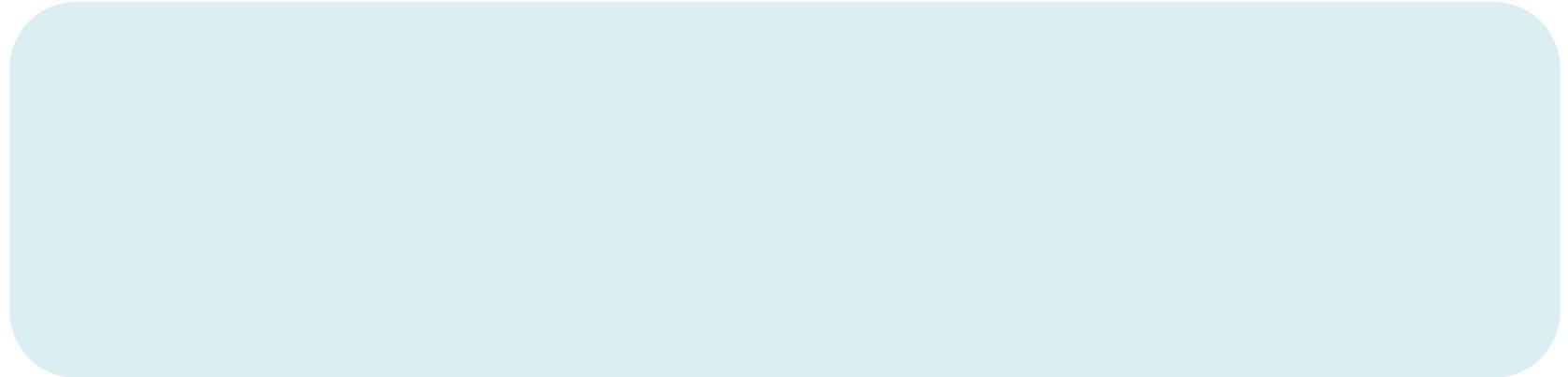
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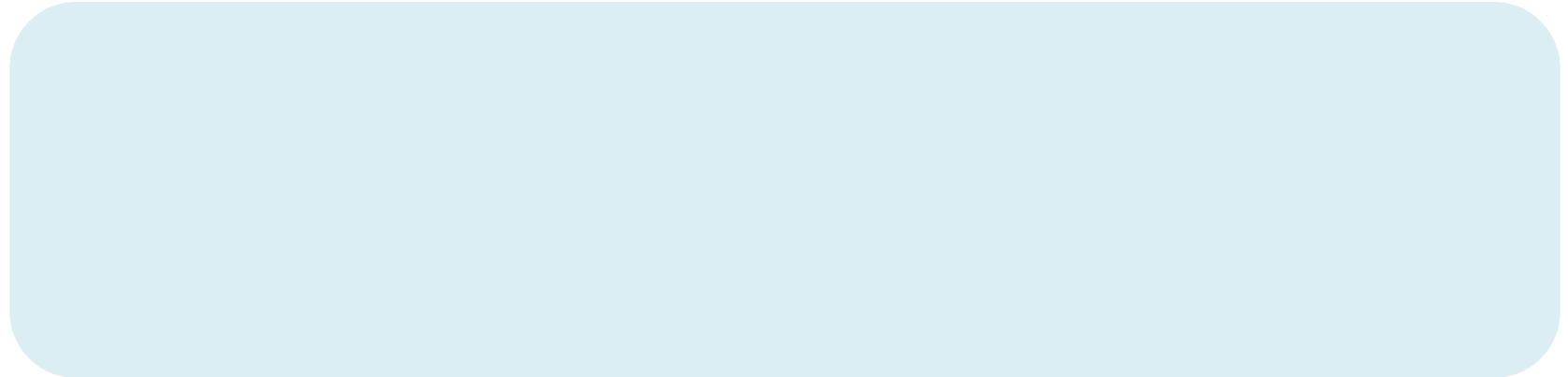
QS University Rankings: Latin America

- First published in 2011
- Substantial interest from the region and beyond
- Deeper richer data collected for 2012
- 2012 publication: 13th June

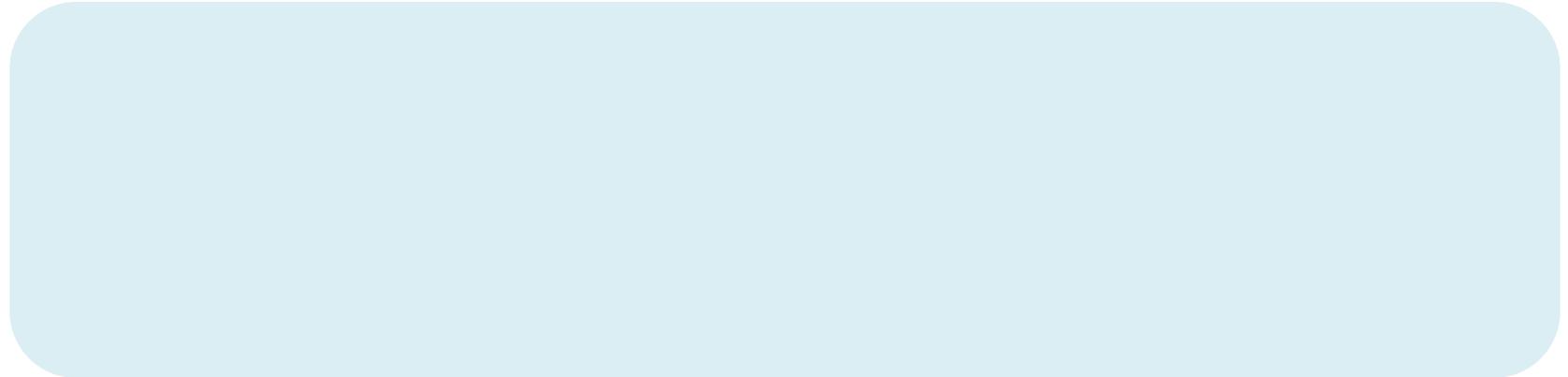
2011 Top 10

#	Institution	
1	Universidade de Sao Paulo	BR
2	Pontificia Universidad Católica de Chile	CL
3	Universidade Estadual de Campinas (Unicamp)	BR
4	Universidad de Chile	CL
5	Universidad Nacional Autónoma de México (UNAM)	MX
6	Universidad de los Andes	CO
7	Tecnológico de Monterrey (ITESM)	MX
8	Universidad de Buenos Aires	AR
9	Universidad Nacional de Colombia	CO
10	Universidade Federal de Minas Gerais	BR

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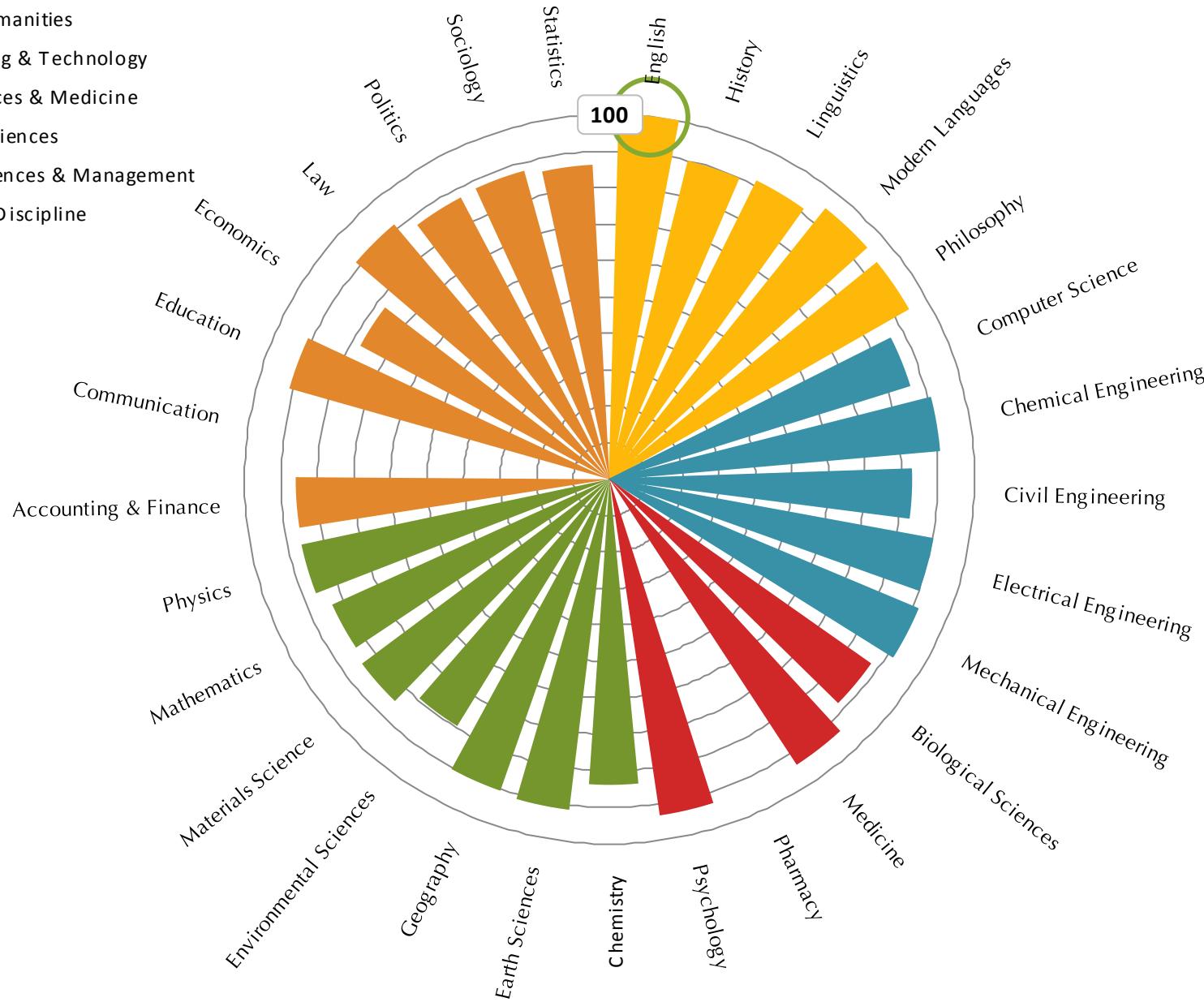
2

3

4

SEARCH

- Arts & Humanities
- Engineering & Technology
- Life Sciences & Medicine
- Natural Sciences
- Social Sciences & Management
- Strongest Discipline



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2012 Results

- Publication
 - 29 Subjects
 - International Launch Event (Subjects) in Prague on 29th June
 - International Launch Event (World Rankings) in Dublin on 11th September (simultaneous telecast)
 - Results online at www.topuniversities.com
 - Detailed methodologies and survey response analysis at www.iu.qs.com

- **Results:** www.topuniversities.com
- **Methodology & Comment:** www.iu.qs.com
- **Twitter:** [@bensowter](https://twitter.com/bensowter), [@worlduniranking](https://twitter.com/worlduniranking)
- **Facebook:** www.facebook.com/universityrankings
- **Email:** ben@qs.com; intelligenceunit@qs.com

THANK YOU