QS Stars Case Study: Ajman University

Ajman University (AU) was founded in 1988 as the first private institution of higher education in the United Arab Emirates (UAE) and the Gulf Cooperation Council (GCC), and was the first in the UAE to accept expatriate students.

According to QS World University Rankings (QSWUR 2022), AU ranks in the range of 701-750 worldwide. AU also ranks 4th globally for international students and 6th for international faculty. More than 38,000 alumni, from 101 countries are contributing to the advancement of communities all over the world.

AU currently offers 22 Undergraduate and 14 graduate programs. Nine academic programs have achieved international accreditations from recognizable and reputable agencies, including ABET, ACPE, HCERES, ACCA, CPA, UIA, AQAS, and CIMA. AU has also earned institutional international accreditation from the Quality Assurance Agency (QAA) of UK.

Why did you choose QS?

QS is considered one of the best ranking providers at both the global and Arab Region levels. Ajman University has been participating in both of these rankings for a number of years. We also decided to participate in the QS Stars ratings, which is very robust and comprehensive. QS Stars highlighted our main strengths and helped us identify areas for further improvement. We have taken the rankings and ratings very seriously, which has led to great results and outcomes in every metric for our institution.

What objectives have QS Stars helped you to achieve?

First, QS Stars validated the success story of Ajman University. After a rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars methodology, Ajman University has been rated as a QS Five Stars institution overall with Five Stars in eight different categories: Teaching, Internationalization, Facilities, Employability, Academic Development, Online Learning, Social Responsibility and Inclusiveness. Second, from a marketing perspective, these QS Stars ratings have broadened our visibility at the local, regional and global levels and have improved our brand recognition. Students everywhere know our “Make It Happen” spirit! Third, from a recruitment perspective, students are able to evaluate us against other universities based on actual performance data.

What are the key benefits of using QS Stars?

Independent evaluation and validation by QS has confirmed the standing of Ajman University among the top universities in the world. Besides getting an overall Five QS Stars rating, Ajman University has the distinction of getting Five Stars rating in eight different categories. This achievement has sent a very strong message to the AU community that excellence counts. It supports and enriches the journey of continuous improvement at Ajman University, and will attract students looking for a trusted name and rigorous education.
What challenges have you been able to overcome thanks to QS Stars?

Collecting, organizing and reporting data for QS Stars helped us develop a systematic data gathering process in general that can also be leveraged for multiple internal performance purposes. Also, thanks to the QS Stars methodology, we learned what we needed to do to improve in many categories – which has, in turn, made us a stronger, smarter and more strategic institution.

What have you learnt from using QS Stars?

In addition to streamlining our processes of data collection, organization, and compilation, the QS Stars audit has further strengthened our resolve to seek quality and excellence across the institution. We are committed to making things happen in the best possible manner at every level. Our students, as well as our stakeholders, are impressed and inspired.

Describe your audit journey with Stars.

It was a pleasant experience to work with QS Stars staff during both the data submission and data validation phases. They responded to all our queries promptly and with clarity. The reporting process was also carried out in a very professional manner.

The QS Stars data submission and validation process is handled by well-trained and professional staff, always willing to promptly respond to queries. QS Stars is a very comprehensive rating system as it covers a broad spectrum of categories of interest to students and other stakeholders. Most importantly, the QS Stars ratings have given us momentum in our quest for quality and excellence in everything we do at AU.

Dr. Karim Seghir, PhD
Chancellor
QS Stars explained

QS Stars is a globally recognised rating system for higher education institutions. Ratings are achieved through an in-depth assessment across at least eight categories, resulting in an overall rating of 1 to 5+ Stars and a rating of 1 to 5 Stars for each category.

Following the assessment, QS provides a detailed report summarising the results in each category. This allows institutions to recognise their strengths, as well as weaker areas which may require attention and improvement.

The QS Stars package also includes a set of badges with the ratings achieved overall and in each category. Institutions may use these in their own marketing materials to show prospective students their strengths in areas that matter most, such as Teaching and Employability.

Facilities
Employability
Inclusiveness
Academic Development
Teaching
Internationalisation
Social Responsibility
Online Learning
Accounting and Finance

For more information please contact
qsstars@qs.com | qsiusales@qs.com | raluca.grigorescu@qs.com

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