Why did you choose QS?

QS is a well-known university ranking services used by several higher education institutions across the world. AUS emerged successfully after the Covid-19 pandemic with a renewed dedication to providing its students with the best opportunities to become competent and resilient global business professionals in an advanced learning and development environment. AUS decided to use the QS services for the first time to give deeper insights about our institution to prospective and existing students.

What objectives have QS Stars helped you to achieve?

The QS Stars rating system is aligned with AUS’s strategic goal to increase its international visibility and establish itself as a leading higher education destination based in Switzerland. The QS Stars assessment categories in the area of Teaching, Employability, Internationalization, Facilities, and Specialist Criteria provided AUS with a structured approach to better organize and measure our key performance indicators. Achieving this year the highest possible rating of Five Stars in the categories Teaching and Business and Management Studies in the specialist criteria and the Four Star rating for our Facilities is a great accomplishment.

What are the key benefits of using QS Stars?

QS Stars proved to be a very useful tool based on factual data that allowed AUS to clearly understand how it compares with other similar institutions in terms of teaching quality, facilities, innovation, and much more. The use of QS evidence files for activities and processes will continue to be an asset to our institution moving forward. The use of specific scores, percentages, and metrics are now adopted and used to define the education quality standards we are aiming for. In addition, we are now implementing effective systems to track and connect with our Alumni network and to grow the career support services for our students.
What challenges have you been able to overcome thanks to QS Stars?

As mentioned, after the Covid-19 pandemic, AUS has been among very few institutions in our area that continued to grow and transform through new programs, activities, and initiatives for students. QS Stars provided AUS with the structure and criteria to better organize our data, look back at records before and during the Covid pandemic, and understand the gaps and changes that need to be made. The meetings and discussions with the dedicated QS staff members have been very helpful and useful.

What have you learned from using QS Stars?

Using QS Stars provided new ways to evaluate our institution and to focus our overall quality improvement processes on being more data-driven.

Alexandros Katsidonis
Director of Marketing, Development and Outreach
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 perspective students their strengths in areas that matter most, such as Teaching and Employability.