QS Stars: A testimonial by Ho Chi Minh University of Economics and Finance (UEF)

Ho Chi Minh City University of Economics and Finance (UEF) aims to become Vietnam’s leading university and achieve international academic standards, based on philosophy: Quality – Efficiency – Integration.

The future vision of UEF is to be one of the leading universities in Vietnam and the region, preparing students to become successful global citizens to serve society, while aiming at enhancing the quality of education through prestigious national and international accreditation organizations. In consequence, choosing UEF is becoming a worthy investment for parents and students to pursue lifelong learning.

Ho Chi Minh City University of Economics and Finance chose QS because QS is a World’s ranking and rating system that enables the institution to evaluate the whole institution in terms of Teaching, Employability, Facility, Programme Strength, Internationalisation, Social Responsibility and Inclusiveness. It also helps the institution to know its strengths and weaknesses. QS Stars’s comprehensive process of audit is required. Besides that, QS is a world’s trustworthy institution for Ranking and Rating.

QS Stars has helped the institution in carrying out marketing activities and confirmed its capacity and quality to society, especially to students and their parents.

Thanks to QS Stars, UEF can overcome its picture of internationalization by increasing international students and faculty and enhancing student and faculty exchanges.

QS Stars helps the Institution enhance its international recognition and thus more collaborations in training and research will come. It also promotes international student and faculty exchanges. QS Stars also enhances recruitment because it helps students and parents easily choose its programmes and have a comparison to those of other institutions before they can make a decision to choose their programme of study. It also enables other stakeholders such as educational partners and industry partners to give more trust on quality in education, research and services of the instruction. It serves as a mirror for the institution to evaluate its performances across all criteria of a higher education institution. It helps benchmark the institution’s achievements with other institutions. With the results of QS Stars, the Board of Trustees, the Board of Management, Faculty members, and Administrators know what strengths they should maintain and what weaknesses they should improve by looking for all possible solutions to improve or to close the gap between its results and QS’s metrics. In general, QS Stars is a great rating system by Stars to help the institution improve its quality in education, research and services. Consequently, it enables us to scale up in quality and scale.

I have learnt much from using QS Stars by reading materials provided by QS and by searching QS results of other institutions to get to know more about the international metrics set out by QS Stars to audit data and evidence and know where my institution is in the picture of the World’s Higher Education.
I have experienced challenges in the audit journey because the audit period was in the pandemic in Vietnam. It has somewhat affected the data and evidence. I will recommend QS Stars to my colleagues who work for other institutions in Vietnam.

Ly Thien Trang
Vice President
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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.

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