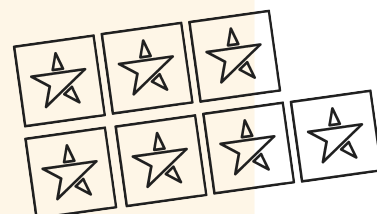




QS Stars Case Study: Al-Farabi Kazakh National University

Al-Farabi KazNU is the leader of the National Rankings among the universities of Kazakhstan. The university was the first laureate of the Presidential Award of the Republic of Kazakhstan "For Achievements in the Area of Quality" and laureate of the Award of the Commonwealth of Independent States (CIS) for achievements in the area of quality and services in the history of the country. Al-Farabi KazNU was ranked 175 in the QS World University Rankings 2022, making it Kazakhstan's highest ranked university. Al-Farabi KazNU is ranked 16th in the Emerging Europe and Central Asia (EECA) University Rankings.

Al-Farabi KazNU has 17 schools, which offer 87 BA, 98 MA and 83 PhD educational programs in engineering, natural sciences, humanitarian and social sciences, medical sciences and economics. Also four educational programmes in MBA are available. KazNU enrolls the largest cohort of students in Kazakhstan on its campus in downtown Almaty City, overlooking the gorgeous mountains of Alatau.



What were the main reasons for your institution to conduct a reaudit with QS Stars?

The main reason that we conducted a QS Stars reaudit is because it provides strategic guidance for student-centered initiatives by providing a comparative cohort of similar educational institutions where research is in full swing. It also helps us to focus on and achieve the institution's mission.

The second reason is the dissemination of new humanitarian practices. It also helps us with the transformation of the university into a research and educational centre, with a large-scale integration into the international scientific and educational space.

What objectives have QS Stars helped you to achieve over the years?

QS Stars has helped us improve especially in the formation of reputation amongst the academic community as well as amongst potential employers. Lecturers also have made progress for the better. Stars has helped us to shape the new requirements and standards for teaching and now they're well versed in it.

One of the most obvious changes was the attitude of students towards their native university. It has improved tremendously over the years and thanks to QS Stars, there is a well-deserved pride that they're studying or have graduated from our university.



Does having a QS Stars rating help your institution better engage with prospective students?

The university has acquired another tool for promoting its educational programs and research, and therefore increasing competitiveness.

The result of the QS Stars rating system had been very beneficial, especially for influencing parents as well as students.

The results of this ranking will be useful for applicants and their parents. Thanks to these assessments, they can determine how comfortable they will be studying at a particular university and what quality of education they will receive.

How has the institution benefited QS Stars in terms of brand reputation?

Not only does Stars is beneficial towards the development of the university but it also helps with recognition within the scientific expert community around the world. We managed to rebrand ourselves to be recognised as an advanced scientific and educational centre.

How does QS Stars help to improve the institutional long-term strategy?

QS Stars rating processes helps to identify the strengths of our institution and aspects of the institution's activities that have significant growth. Our institution deserves to achieve an international level of competitiveness of educational and research services.

Describe the challenges that you were facing and how did QS Stars helped to overcome them?

Many rankings are often limited in performance and do not take into account how well the university meets its mission and students' expectations, which is why it is QS Stars that is currently becoming one of the main tools in making a decision by applicants around the world about studying at a particular university.



QS Stars allows students and experts to get the most versatile impression of the educational institution:  from the employment of graduates and the quality of education and research to the equipment of the university with sports and social infrastructure and the degree of connection of the university with the local community.

Professor Zhanseit Tuymebayev
Rector of Al-Farabi Kazakh National University



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.

EXCELLENT



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Internationalisation



Research



Modern Languages



Employability



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Innovation



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