What were the main reasons for ENAE Business School to conduct an audit with QS Stars?

ENAE Business School is confident on the quality of its programmes and its students. This confidence and the satisfaction of our students has led us to start the process of accreditation of our quality before accrediting entities and prestigious consultants, such as QS.

Confidence in the seriousness and rigor of QS in its quality assessment processes in higher education and alignment with our progressive accreditation strategy has been the main reason for participating in this audit.

What does it mean for your institution to be awarded with 4 Stars rating especially in the Latin American region?

Having obtained the 4-star rating is an endorsement of our 35 years effort to be a business school with a great impact in our area of influence being at the service of training managers and professionals at the highest level. Of course, it is also an incentive for us to continuously improve looking for 5 Stars rating. The fact of having an audit where we have been told the great strengths and areas for improvement to achieve excellence helps us a lot.

We are convinced that we will soon obtain the 5 Stars rating since the audit has shown us the way to achieve it.
What institutional objectives has QS Stars helped you to achieve?

ENAE Business School as an institution of higher education in business has the objective of academic excellence and the search for differentiation in programmes where we have special strength, such as the Logistics, Agribusiness, Risk Management, University Master Degree in International Trade and Data Science for Businesses, among others.

Strengthening all quality processes, selection of students and teachers, as well as achieving their accreditation, is where QS Stars has helped us as one more step on this path. We view audits as opportunities, so it has given us the chance to our institution to continue growing and getting closer to our goals.

Your programme Master of Logistics and Operations Management has been recently awarded Specialist Criteria by QS Stars. Do you receive more enrolment / enquiries with regards to the course?

Our Master in Logistics and Operations Management has been considered one of the best in Spain and even internationally for many year. It is a programme in which we have graduated students of more than 20 nationalities. ENAE carry out 2 or 3 cohorts a year owing to its high demand. It is a programme that we teach in both Spanish and English. The presence in the rating as a Specialist Criteria area has helped us to maintain this successful trajectory and in the last year we have had a growth in the number of candidates for the programme.

Something very similar is happening to us with our programmes in Agribusiness Management, Risk Management and Data Science for Business, which we will probably also present as specialist programmes in future audits given the growth in number and quality of students who are being attracted by the curriculum and their faculty, as well as the high demand in the labor market for professionals with this background.

Do the key market players in the industry perceive you differently since having QS Stars rating?

We believe that most universities and business schools pay a lot of attention to audits such as QS Stars, other accreditations, and rankings.
The institutions with which we have agreements have congratulated us on this result, even though they are already aware of our quality. For them it is a confirmation before third parties of the collaboration with ENAE Business School, although ultimately what makes the international agreements of ENAE basically is the quality and satisfaction of students with our programmes.

We are sure that in the coming months and years, the fact of having this rating will send a clear signal to the rest of the players in our sector about our commitment to quality improvement and assurance.

**How does being rated the highest in Teaching, Facilities, Inclusiveness and Employability has helped your institution be recognised further in the area?**

ENAE considers very important to have obtained a high rating in these categories since ENAE pays a lot of attention to these aspects.

Teaching is key, the relationship between our faculty and students and updating teaching content is something we are highly focused on, as a key to maintaining the trust and reputation we have earned.

Our facilities have been completely updated with a large investment in recent years, having taken a great technological leap during the years 2020 and 2021. This has led us to generate a highly technical study environment both on the physical and virtual campus, adapting to all challenges and staying open to new trends such as the metaverse.

Inclusiveness is another fundamental aspect in such a highly internationalised institution with such a diversity of profiles in our programmes, something that we have always considered very enriching for our learning experience.

Lastly, employability is another key aspect, not only for ENAE, but it is a great challenge for every other business school. Achieving a high degree of employability for our students is vital to maintaining their confidence. Key to this is the trust that companies have in the quality of our training and our graduates. Without the trust of companies and our proximity to them it would be impossible to achieve this result.
“For us it has been a rewarding experience. At ENAE Business School we have always felt the support of QS to be able to provide maximum information and maximum transparency, clarifying all concepts and facilitating the transmission of information. Likewise, the final report received helps us a lot with the areas of continuous improvement. For us it has not been just an evaluation, but a collaboration with a third party, at the level of QS, for continuous improvement. Without a doubt, a very good experience.”

Miguel López González de León
General Director
ENAE Business School
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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