

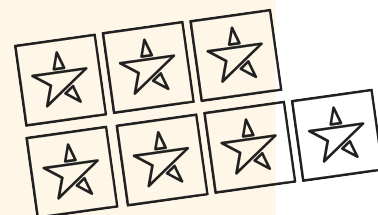


Mariam Gamurzieva
President of Swiss School
Higher Education

QS Stars Case Study: Swiss School of Higher Education

Swiss School of Higher Education (SSHE) is a boutique-sized private university located on the Montreux Riviera in Switzerland. SSHE provides various programs with different types of studies: full-time, part-time, individual. The size of the school is related to the concept of the school of being student-oriented.

At SSHE, they recognised a need to create industry-ready professionals, who are able to begin work immediately after graduation. This means that SSHE students must possess theoretical, as well as practical knowledge, accustomed to potential recruiters' demands or ready to jump-start a business.



Describe how QS Stars has helped your institution in achieving its goal and objectives.

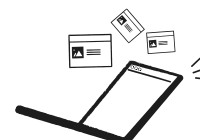
The idea of obtaining additional international recognition to demonstrate to the global audience just how much SSHE is committed to the academic excellence was one of the main targets for us in 2022. Participation in the QS Stars rating allowed SSHE to expand its brand awareness much further, allowing us to keep on building strong and confident connections between prospective students, both locally and abroad.

QS has been of immeasurable help to our academic department, which strongly believes that an external and impartial audit is simply irreplaceable when it comes to identifying internal points of improvement.

How has being rated the highly in Teaching helped your institution be recognised further in the area? Do you receive more enquiries about your courses as a result of this?

Since our business school is a boutique-style establishment where total capacity is limited to a specific number of enrolments, it was a great opportunity to highlight our efforts made in the area of teaching, where school competencies shine the brightest.

With the help of our faculty members – who themselves are active business practitioners, and SSHE's tailor-made coaching program – the 5 Stars in Teaching area has been a very pleasing achievement that speaks volumes about our team's contribution to excellence.



SSHE is also rated 4 Stars in Facilities and Online Learning. What does this mean for your institution?

SSHE follows an open campus idea for facilities, which implies that all sports and other cultural activities can be done in the immediate proximity of the campus. Every student also has various digital tools to help them during their studies.

The fact that our open campus approach has been awarded with 4 Stars makes us confident that we are on the right track, and this is a great way for boutique style schools to showcase their strengths. With 4 Stars under our belt in these categories the process of pre-admission has become much smoother for prospective students, because now they clearly understand the overall concept.

Describe how Stars has helped SSHE with benchmarking the institution against other competitors.

The competition among education providers in Switzerland is fierce, especially now when new laws regarding the education sphere are coming into effect. With every new label of quality and recognition, SSHE undoubtedly obtains a competitive edge: promoting our utmost dedication to the quality of teaching and enhancing international brand awareness.

We are confident that QS Stars will help us stand out even more amongst other schools and remove any possible doubts in the minds of prospective parents and students when it comes to intended learning outcomes.



What is the biggest challenge that your institution is facing and how has QS Stars helped your institution to overcome these challenges?

While the amount of data collected by us and verified by QS was indeed enormous, it helped us identify our weak and strong sides, which are usually not so obvious without external audit. Moreover, while preparing the necessary documentation, our team identified some points where academic activities were made on the daily basis but were not properly formalised.

This led to the extra work done and new services being available for our students digitally and on campus. Lastly and most importantly, this external audit has helped us better position ourselves in the global market and differentiate SSHE in the eyes of any stakeholder, both current and potential.

As an exemplary business school with 4 Stars in your region, what is your advice for getting the most out of Stars?

Carefully prepare the data and formalise any activities, even minor ones, so it will be much easier later. Have additional evidence for every point you are validating. Keep an open-minded approach. Our audit has shown us what students want to see and obtain from education on a global scale and you should not be afraid of making some academic re-arrangements in your establishment. Be flexible and keep up with current study trends.



It was a detailed and client-oriented experience, which we strongly advise anyone who would like to identify one's strong and weak points to take. The results are priceless: new points for growth as well as plenty of recognised opportunities to stay ahead of the curve in the rapidly changing world of global market trends.

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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 prospective students their strengths in areas that matter most, such as Teaching and Employability.

VERY GOOD



Teaching



Facilities



Inclusiveness



Employability



Online Learning



Internationalisation



MBA



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