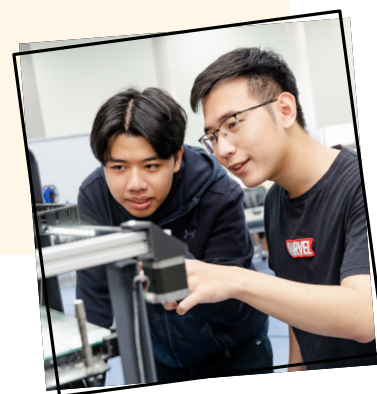
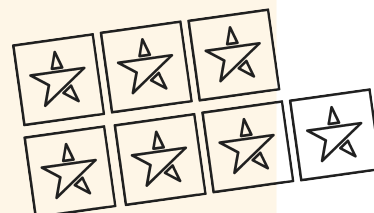
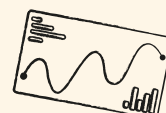


QS Stars Case Study: VinUniversity

VinUniversity (VinUni) is a private, not-for-profit university established by Vingroup – the largest private conglomerate in Vietnam. VinUniversity has built strategic collaborations with [Cornell University](#) and the [University of Pennsylvania](#) – a choice that speaks to its commitment to excellence, innovation in research and teaching, and to making a difference in the world. The university integrates the models of excellent international universities with the unique cultural and economic characteristics of Vietnam, in order to make a breakthrough in Vietnamese higher education and to become a world-class university.

After only two years in operation, VinUni has welcomed students, faculty and staff from nearly 30 different countries, creating a multicultural, colourful international environment, consistently working toward a breakthrough in Vietnamese higher education and becoming a world-class university. It has also signed collaboration agreements to offer integrated dual degrees with world-renowned universities in computer science, engineering, business management and health sciences. In addition, VinUni has established VinUni-Illinois Smart Health Center and initiated large research projects on new materials, sustainability, innovation, and branding in collaboration with leading researchers from Cambridge University, Wharton Business School, Stanford University, and more.



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

First of all, we chose to conduct a reaudit with QS Stars as it is a highly-regarded rating system used by leading universities throughout the world. Secondly, we have a strong commitment to the self-assessment exercise, in order to continuously improve ourselves based on such holistic and rigorous criteria. QS Stars is also a crucial tool for benchmarking with other leading universities around the world, which in turn supports us in the decision-making process as a newly established university. Besides that, this is also a solid step for VinUniversity to raise our brand awareness worldwide, build connections in the international higher education system, and participate in the world university rankings in the near future.



What objectives have QS Stars helped you to achieve over the years, especially within your region?

Firstly, this is an opportunity for us to build an internal quality assurance system, in order to centralise and structure the essential datasets for better management, especially since VinUniversity is a young institution where we have just begun our journey to set up the system.

Secondly, QS Stars helps us recognise the gaps between our initial goals and the actual performance, showing areas that need our continued attention on the journey to becoming a world-class university that excels in research, teaching, service, and student experience.

Finally, the QS network of over 2,000 leading international universities and 12,000 employers in more than 50 countries has also helped VinUniversity receive recognition from global academic and professional communities and broaden the collaboration opportunities for students, faculty, and researchers.

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

The categories QS Stars measures align well with areas that VinUniversity upholds, especially the excellence in teaching and research, the commitment to community wellbeing, and a focus on internationalisation. With a broad range of categories ranking criteria, prospective students can choose the academic institution that is truly tailored to their needs and aspirations based on QS Stars. This is significantly important to us as we are looking to build a community where people feel a sense of belonging and make the best out of the opportunities offered here: from the facilities and support services to a broad range of internships, work-study, and entrepreneurship activities.

How does having a QS Stars rating help your university in terms of collaboration with other stakeholders and partners?

The QS 5 Stars in critical categories have emphasised our commitment to teaching quality and research collaboration with world-renowned partner universities. For the past two years, VinUni has established a number of integrated bachelor's-master's degree programs (2+2,

3+2, 4+1) with high-ranking universities in the world such as Cornell University, University of California San Diego, University of Illinois Urbana-Champaign, University of Pennsylvania, University of Technology Sydney, and The University of Queensland. In research, we are in partnership with professors from the University of Illinois Urbana-Champaign to establish a smart health centre and carry out significant projects with other professors from Stanford and MIT in the material science and innovation index. Moreover, especially with the capital contributor, QS Stars is a testament to our dedication, commitment, and hard work toward a breakthrough in Vietnamese higher education and becoming a world-class university.

Does your institution enrolment rate increase since having been rated with QS Stars? How does it help your institution with recruitment?

VinUniversity carried out the first audit in 2020 prior to our first cohort's admission. The result of 3 Stars overall and 5 Stars in our three strong categories (Facilities, Academic Development and Inclusiveness) reflected our selling points to attract talented students to join VinUni. We are able to recruit international students right in the first academic year, and its number continues to increase from 0.5% in 2020 to 4% in 2021.

The tremendous achievement of VinUni as the youngest 4-Stars university in Asia – Pacific Region to receive six 5 Stars rating in eight categories at the second audit has heightened VinUni in the global HEIs map. We expect that this success is a strong foundation for VinUni to develop its student volume.



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

First, institutions can use the QS Stars as an indicator of the strengths and opportunities for improvement compared with the best universities at a national, regional, and international level. Regarding the strengths, especially those with Five Stars, institutions could reflect them in branding and communication materials to raise awareness in the higher education segment. The QS Stars process will help institutions to focus

on continuous improvement in areas with low-rated stars.

Second, during the course of audit, institutions should work closely with the QS analyst to share their expectations for each category and overall rating results. The QS analyst will be there to give you helpful advice in a strategic and effective way.

Last but not least, participating in QS annual summits and conferences is also beneficial for institutions with Stars as you can share knowledge and good practices, as well as further enhancing collaboration and networking with other leading universities in the region and worldwide.

The rigorous analytical process of QS stars rating has helped us recognise not only what we have been able to accomplish, but also areas that need our continued attention on the journey to becoming a world-class university.



Prof. Rohit Verma
Founding Provost

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.

VERY GOOD



Teaching



Facilities



Employability



Social Responsibility



Internationalisation



Arts & Culture



Academic Development



Business & Management Studies



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