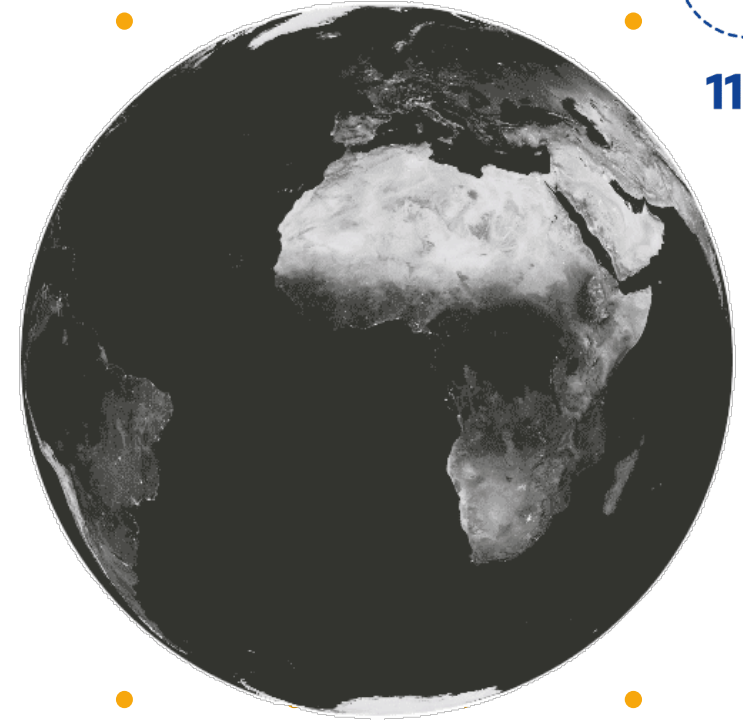




QS World University Rankings & QS Subject Rankings: Africa's Performance

Presented by
Ashwin Fernandes | **Regional Director**
Ms Veronica Omeni | **Principal Consultant**



1112

Your Speakers

Get in touch



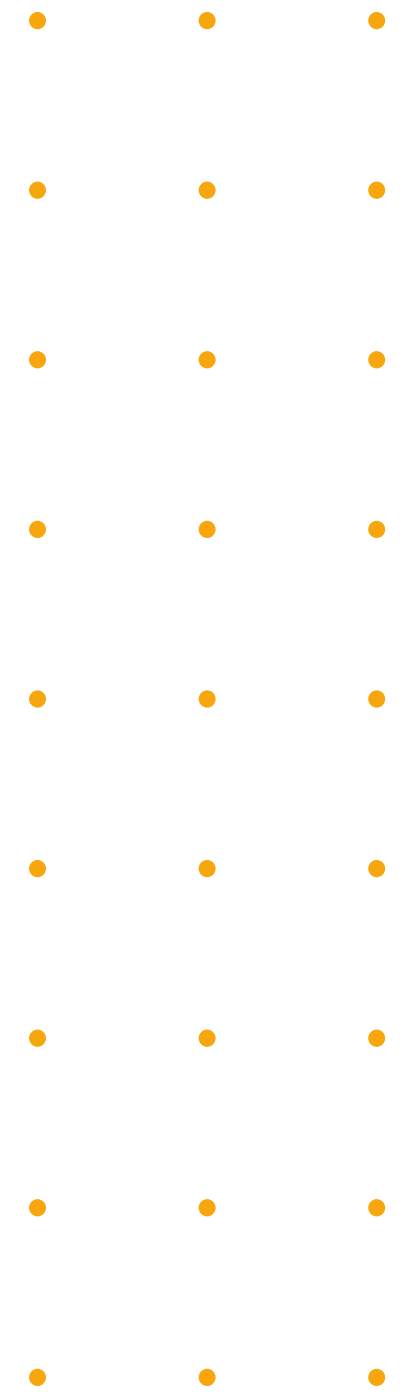
Ashwin Fernandes

Regional Director



Veronica Omeni

Principal Consultant



Our mission



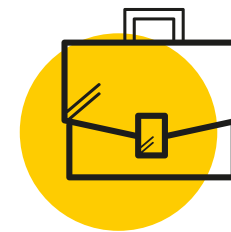
Empowering motivated people around the world to **fulfil their potential** by fostering:



international mobility



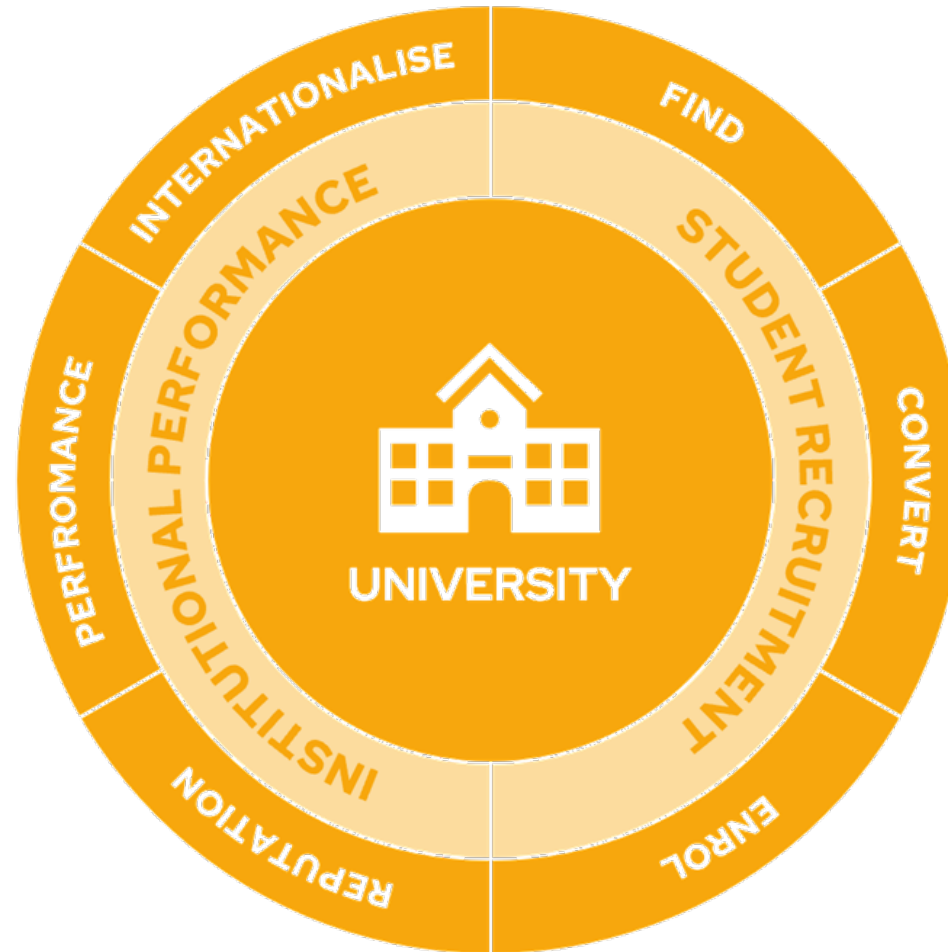
educational achievement



career development

What we do

The *definitive* source of **performance insight** and **global engagement solutions** for institutions, enabling them to build and communicate their credentials, attracting students, faculty, funding and partners.



The *diversification-led* **recruitment partner** to international institutions, delivering an **end-to-end recruitment** and **admissions solution** empowering institutions to grow international cohorts, whilst driving efficiency in their operations.

Why do we rank?

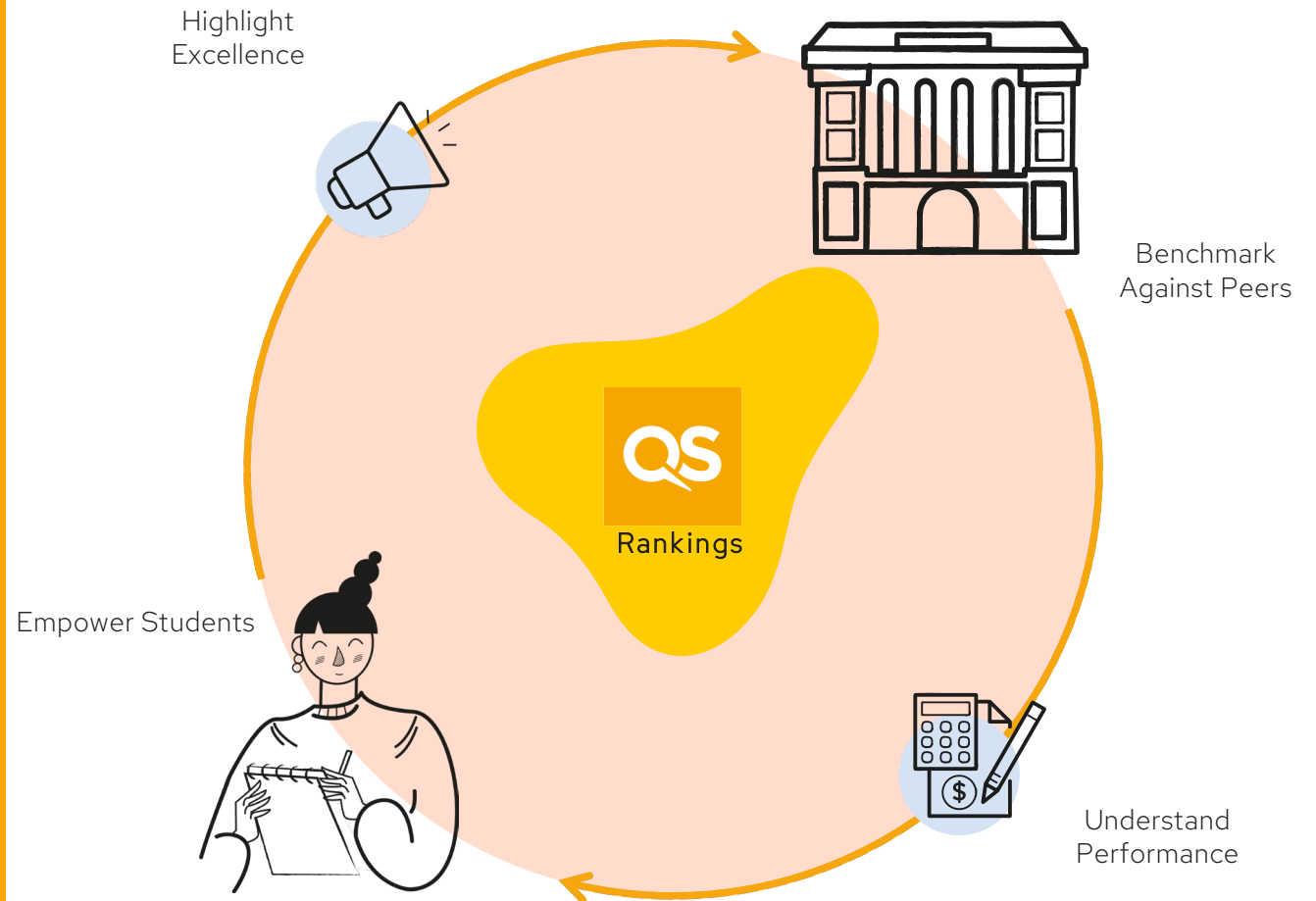


Rankings Purpose

QS empowers students with independent insights on which global universities demonstrate excellence in a range of performance areas

We reflect the **collective intelligence** of the sector, from students to academics, employers and experts

QS enables universities to **evaluate** their performance, benchmark against peers and track across time



Informed by Experts

Our rankings reflect the collective intelligence of the global sector

The views of:

- *Academics & Researchers*
- *Employers*
- *Students*
- *Independent Advisory Board*
- *Institutions*

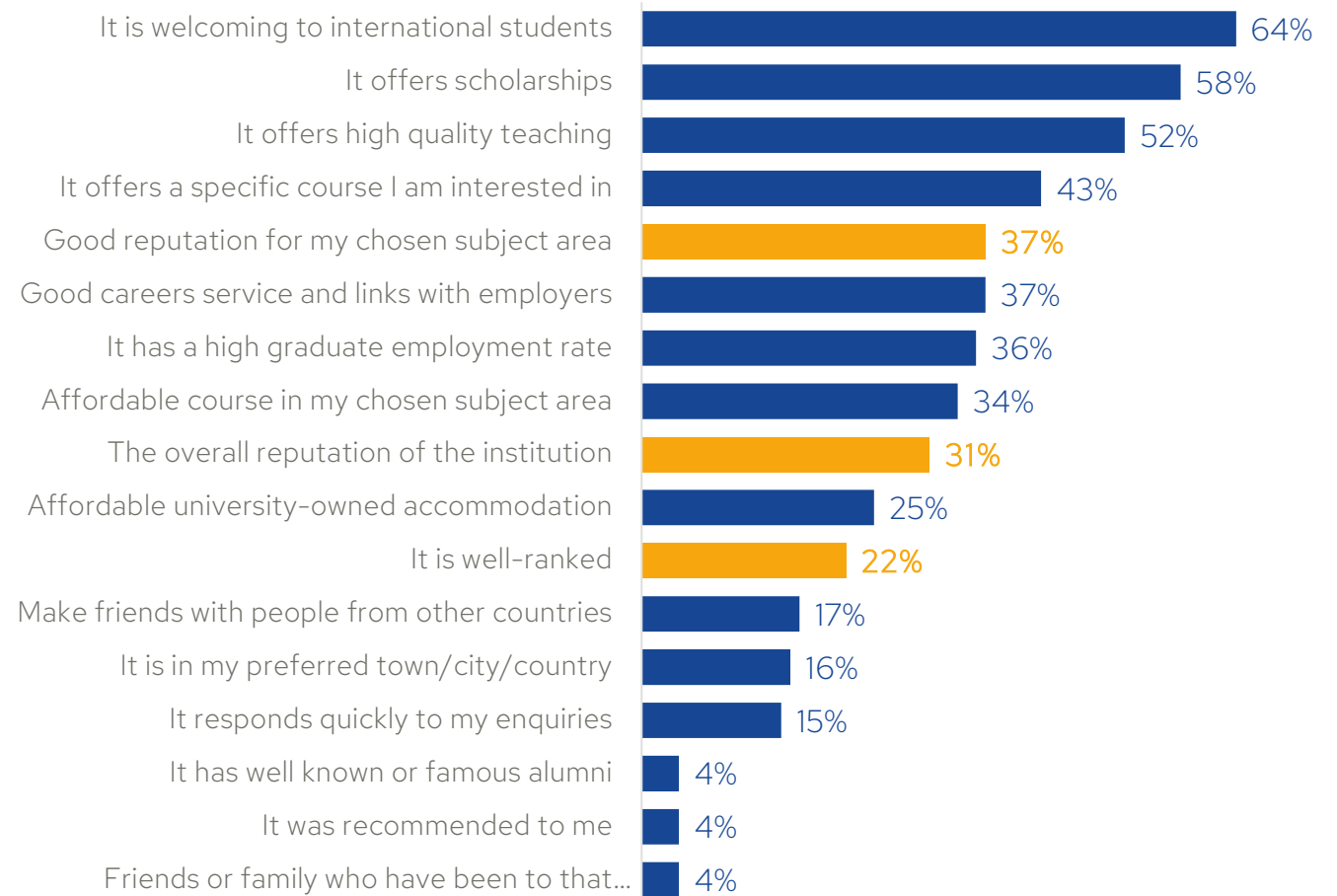


Most important factors when choosing a university

67%

Two-thirds of candidates from Africa prioritise ranking or reputation when choosing a university

- A welcoming environment and the availability of scholarships are some of the most important factors for African candidates when choosing a university
- Subject reputation, overall institutional reputation and a university's ranking are important factors for significant proportions of this audience
- Altogether, reputation and ranking are an important factor for over two-thirds of this audience, making it essential that institutions can communicate a compelling narrative in this regard



Teaching quality is a generically important factor, its definition comprises multiple reputational aspects for an institution

What five factors best indicate that a university provides high quality teaching?



- ▶ Up-to-date technology
- ▶ Received recognition of teaching quality in national scheme
- ▶ A high graduate employment rate
- ▶ Organises work placements as part of its courses
- ▶ Ranked well overall in independent ratings

Using omni-channel marketing to ensure candidates are consistently targeted

Online sources, rankings and in-person fairs are all important information sources they will use to help them make decisions

ISS Question: *Which five sources of information have you found most useful when researching a university?*



Official university website



General online search



Social media channels



Institutional information sessions / university fairs



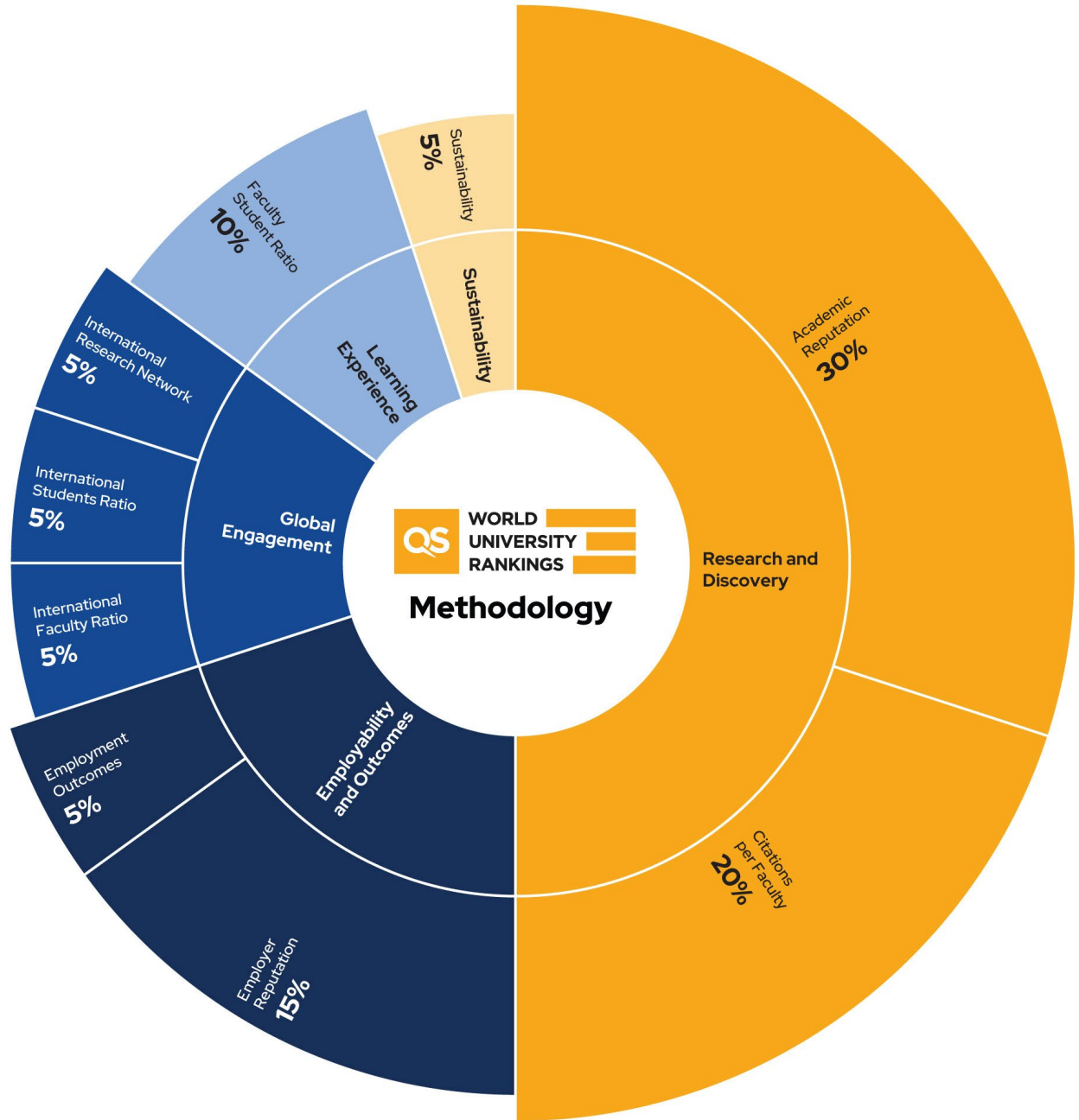
Course-finder websites



Rankings



World University Ranking Methodology



- Research and Discovery
- Employability and Outcomes
- Global Engagement
- Learning Experience
- Sustainability



Employment Outcomes

INTENT

To understand the institutions that have a strong track record of getting their graduates into employment, but also into high-impact roles worldwide.

SOURCE

Institutions (employment rate) and QS Alumni Outcomes dataset

PERIOD

Previous academic year (emp rate) & 10 years of alumni data

MEASURE

An aggregate measure that combines employment rate with a scaled score on the number of influential alumni on our Alumni Outcomes dataset (60k entries)

TIMELINE

Added unweighted in 2023 edition, and formalized in 2024 edition

International Research Network

INTENT

To understand which institutions have strong global engagement and research ties, and by extension, to encourage cross-border research partnerships

SOURCE

Elsevier Scopus

PERIOD

5-year window

MEASURE

The number of research active collaborating partners an institution has, and the number of geographic locations (countries and territories) those partners are from

TIMELINE

Added unweighted in 2023 edition, and formalized in 2024 edition

Sustainability

Sustainability

INTENT

Social and Environmental concerns are not a side-show. We believe they are crucial for global progress, and important enough to integrate into our flagship ranking.

SOURCE

QS World University Rankings: Sustainability

PERIOD

Previous edition

MEASURE

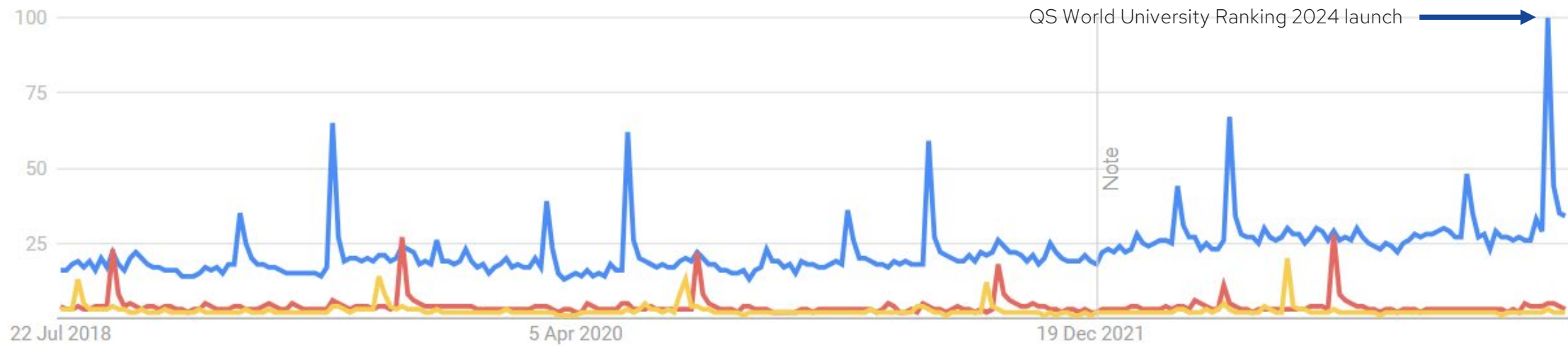
The underlying score of an institution, as measured by the methodology of our Sustainability Ranking. Note: this is scored from a larger sample than the standalone ranking.

TIMELINE

Added in 2024 edition of QS World University Ranking following the inaugural Sustainability Ranking in Oct 2023



We consistently outperform our two nearest competitors in terms of search interest



Source: Google trends



Africa in the World University Rankings

Key stats about the 2024 World University Rankings



1500 institutions featured, making it our biggest launch yet



Up from 1,422 institutions last year (a 5% increase)



41 institutions from Africa were featured this year



Up from 32 institutions last year (a 28% increase)

Top locations in Africa:

Egypt: 15

South Africa: 11

Tunisia: 4

Ghana: 2

Kenya: 2

Nigeria: 2

Sudan: 2

Top performers in Africa

Best performing institutions have significantly improved this year



University of Cape Town retains its position as the best ranked university in Africa, rising from 237 to 173 in the world



University of Witwatersrand rises from 4th to 2nd in Africa, rising from 428 to 264 in the world, an improvement of 164 places



Stellenbosch University also makes substantial improvements, rising from 454 to 283, moving from 5th to 3rd in the continent



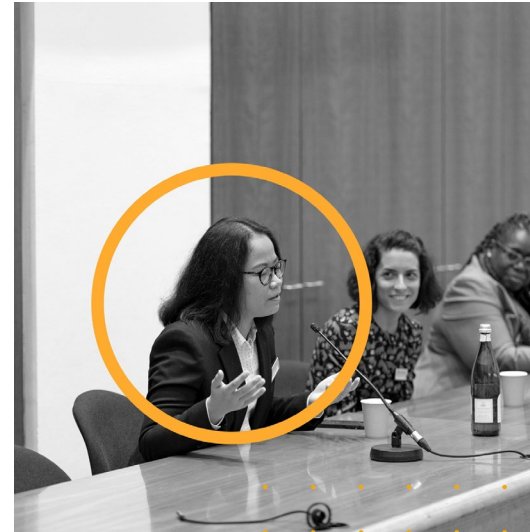
New entrants



There are 78 new entrants worldwide this year, 9 of which are from Africa meaning the continent accounts for 12% of all new entrants



Addis Ababa University is the highest ranked university from Africa and is one of the top 10 highest ranked new universities this year



University of South Africa is ranked 136 in the world for its International Research Network and 81 in the world for its Employment Outcomes

Subject level performance

Scaled Score

0.0

100.0

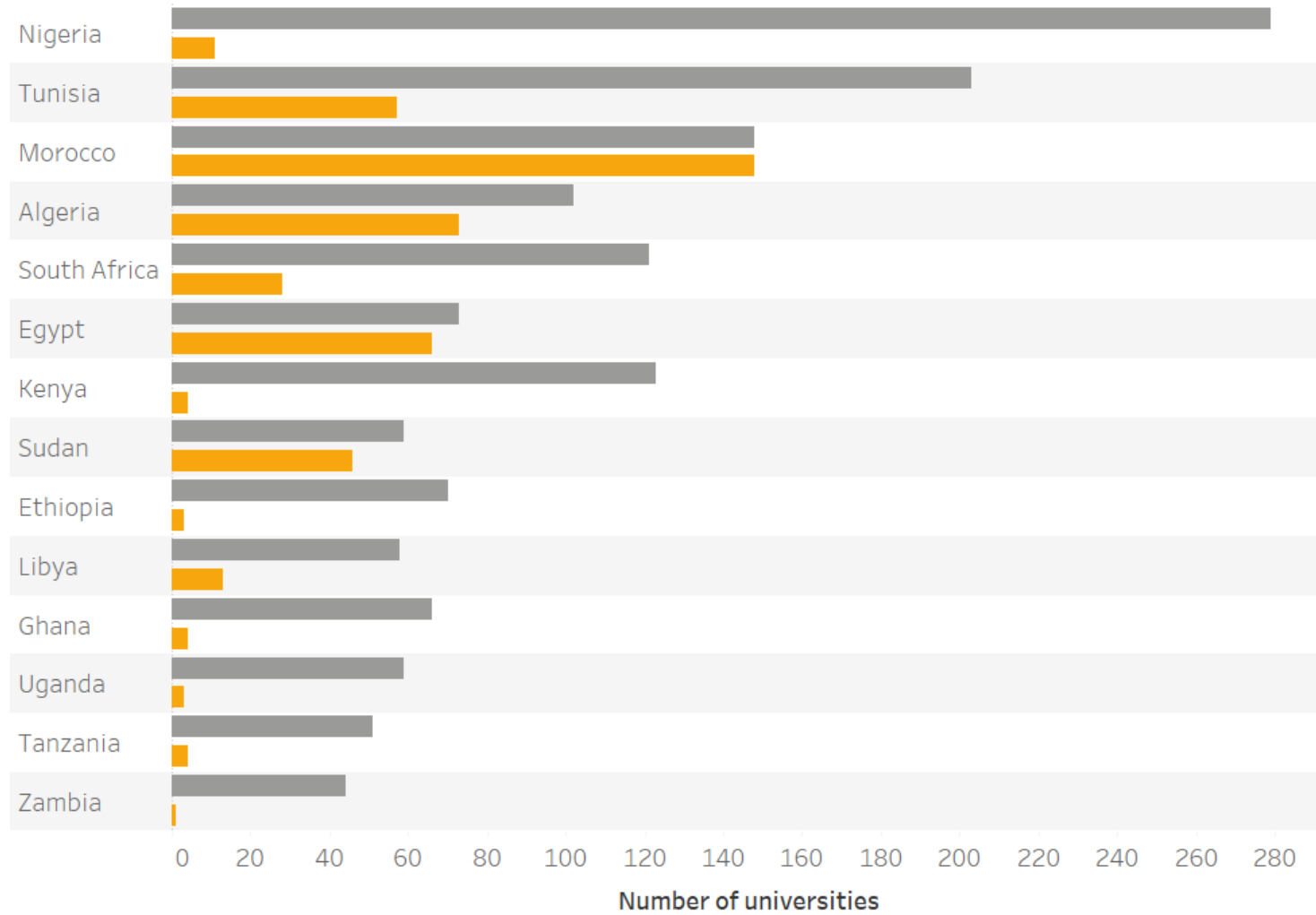
IRN Scaled Score

	Arts & Humanities	Engineering & Technology	Life Sciences & Medicine	Natural Sciences	Social Sciences & Management
University of Ibadan	11.5	37.5	68.1	27.2	55.6
Makerere University	27.9	45.3	68.4	32.8	51.0
University of Ghana	26.1	54.1	62.5	46.4	55.5
Kwame Nkrumah University of Science and Technology	29.1	43.1	56.1	38.7	41.3
Addis Ababa University	17.2	53.8	56.3	43.2	47.2
University of Lagos		31.2	52.6	25.8	32.2

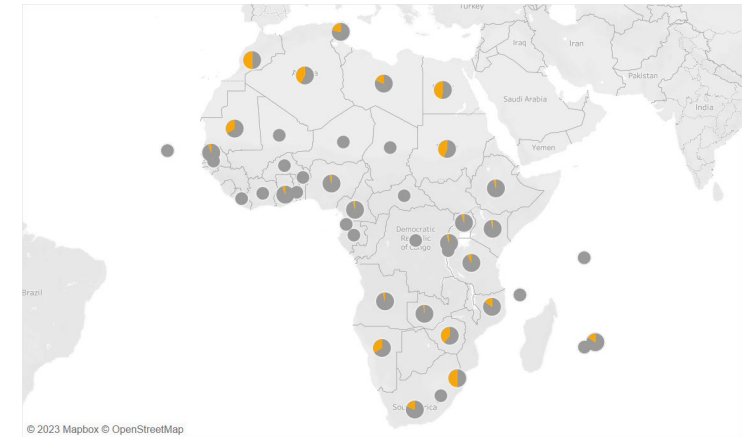


Engagement gaps

Universities in country vs universities mapped by QS

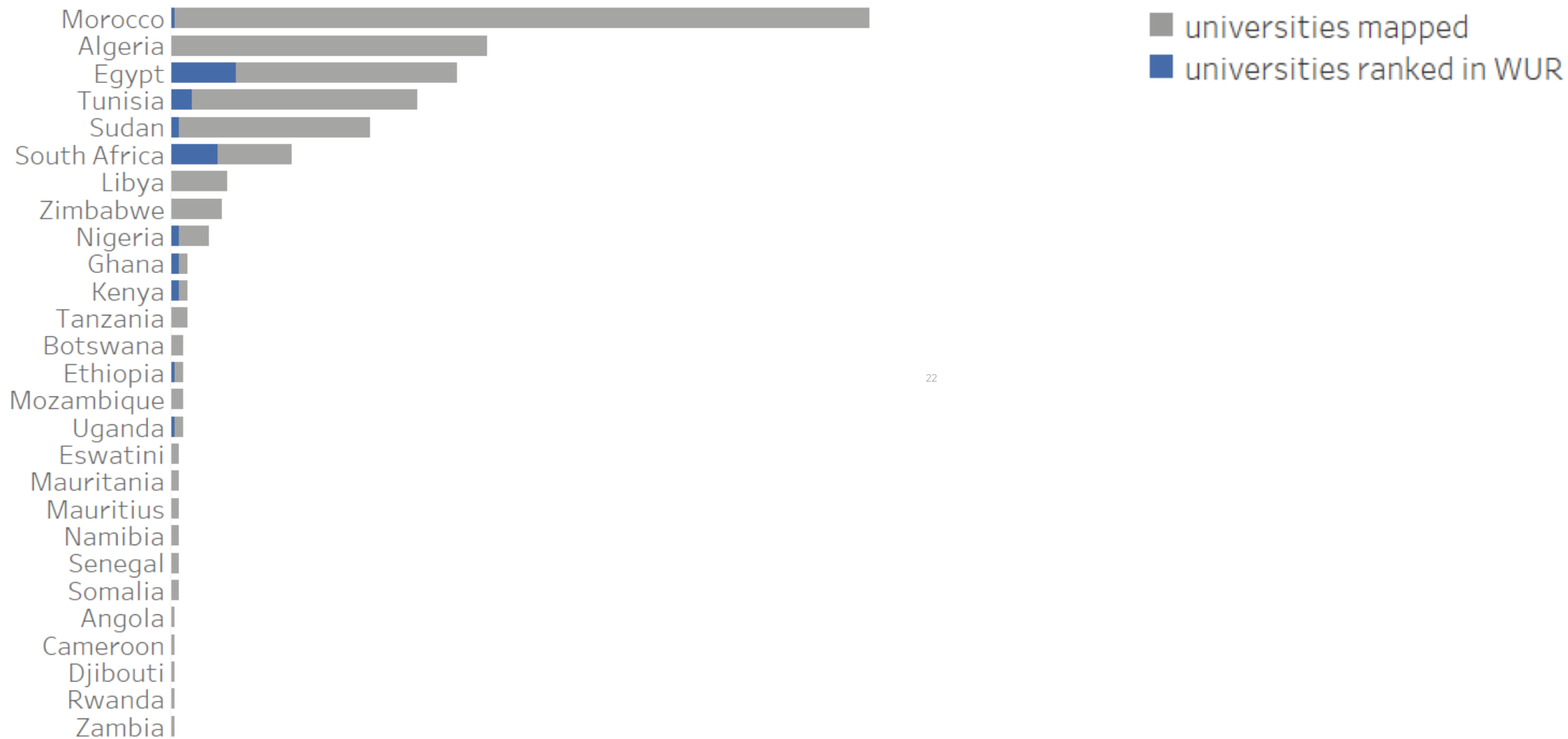


■ universities in country (statista, 2021)
■ universities mapped on surveys



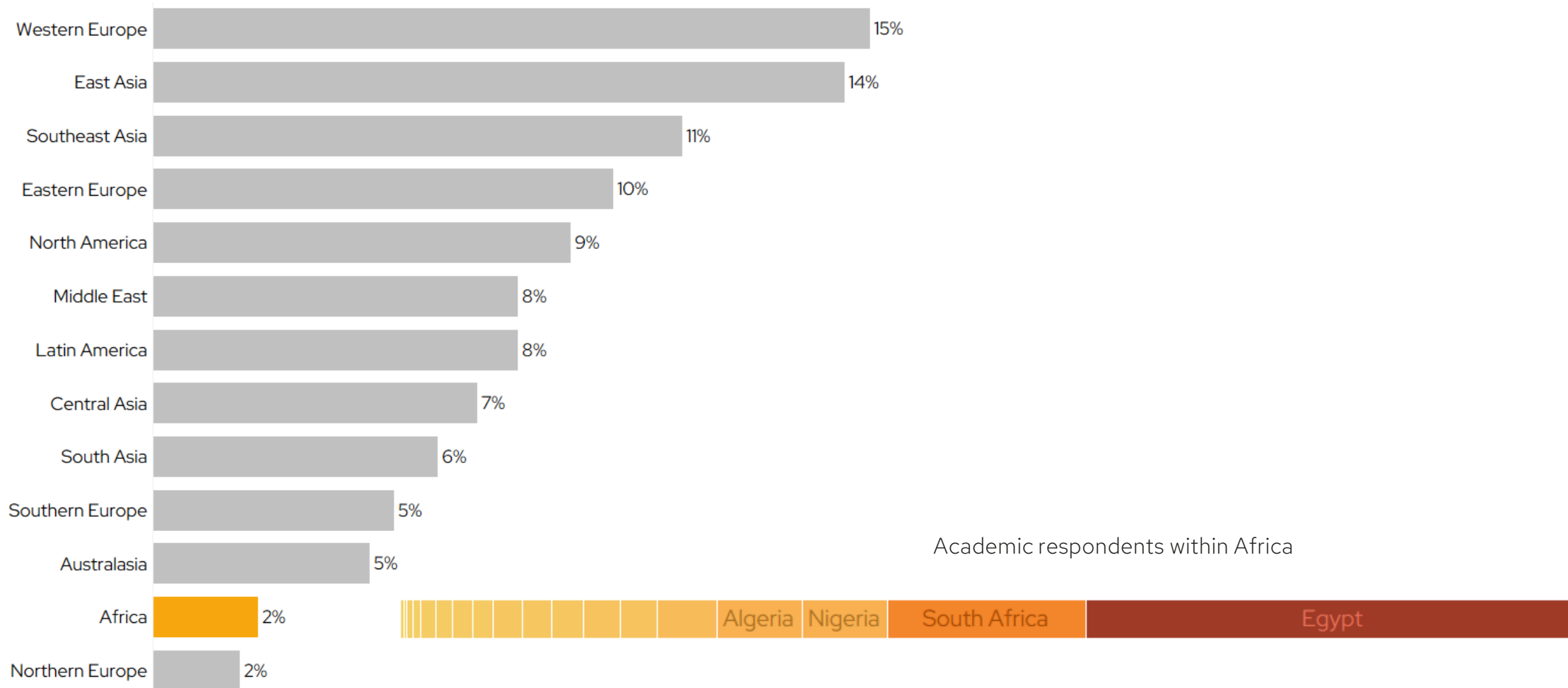
Engagement gaps

Universities mapped vs universities ranked in WUR

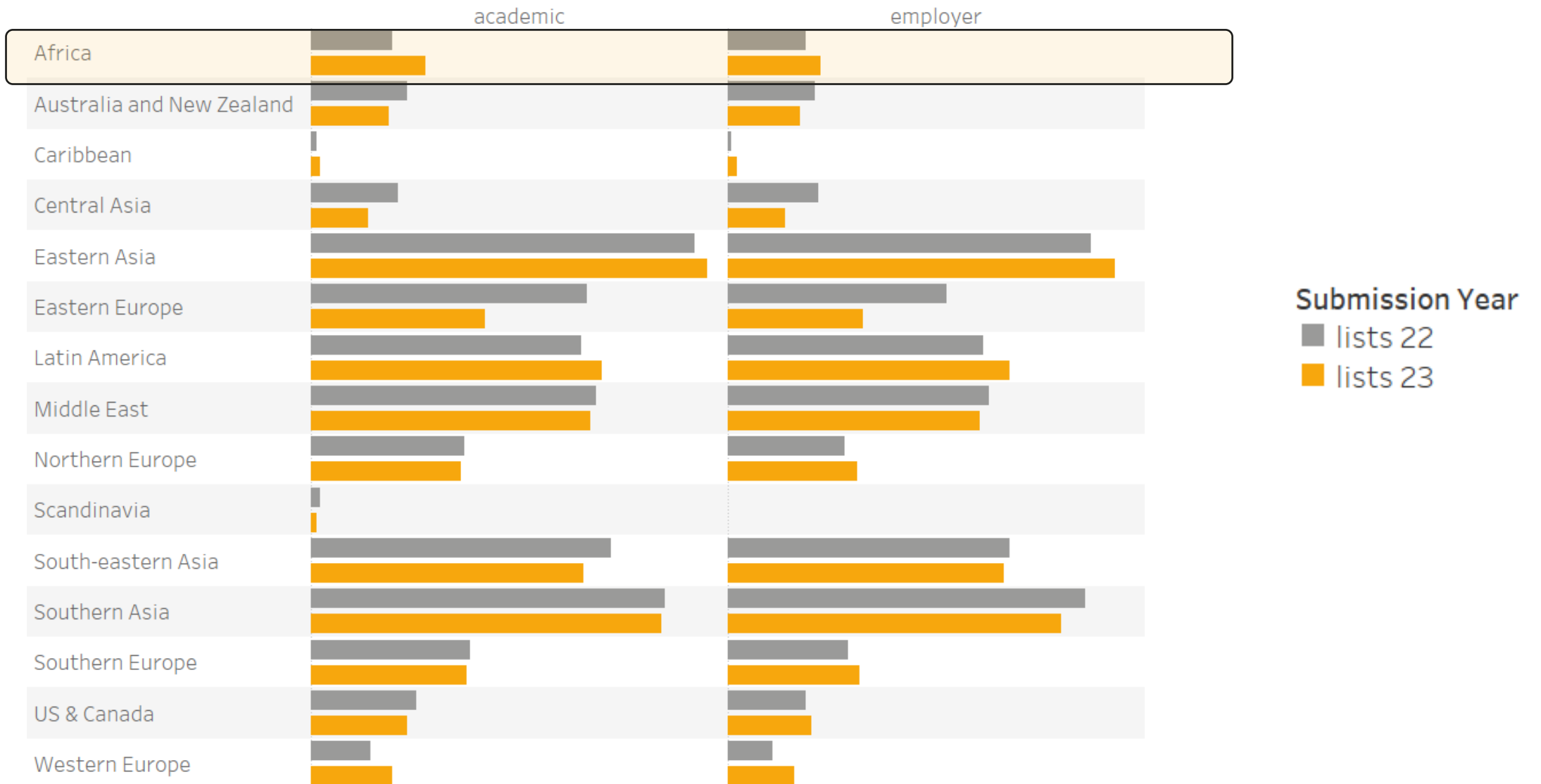


Engagement gaps

Academics' representation in QS Global Academic Survey



Contact list submission



New to QS? How to start



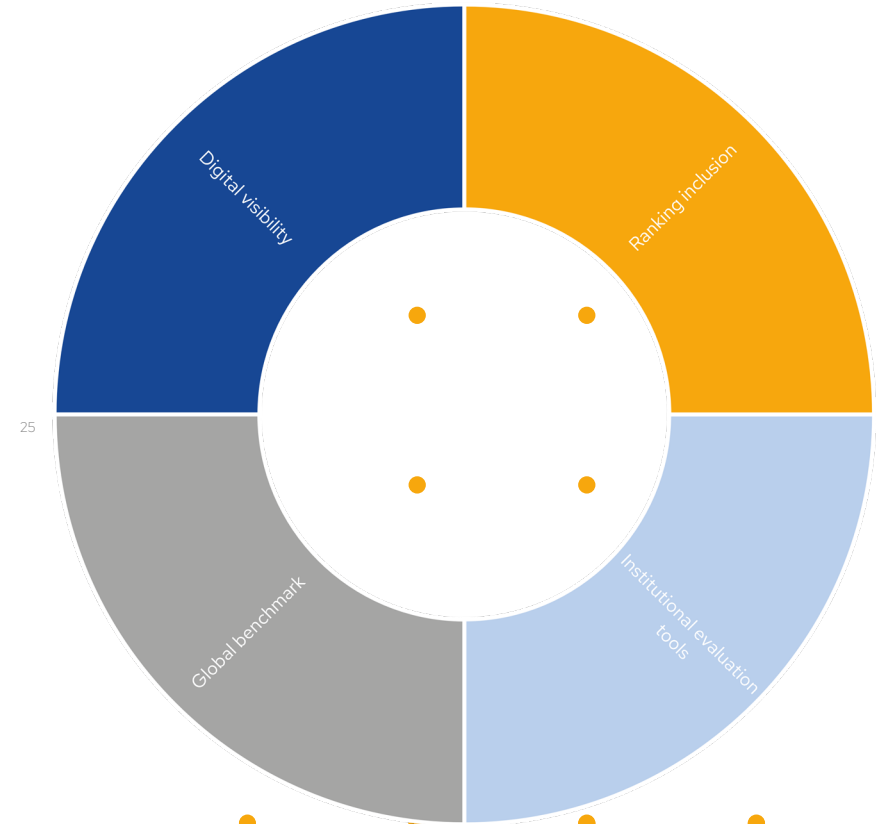
Contact support.qs.com



Register university & submit information about university



Submit institutional data & contact lists



Graduate Management Education in Africa

QS Business School Rankings



Key stats about the QS Business School Rankings



300+ Full Time MBA Program featured



5 different Specialized Masters Programs Ranked



10 programs from Africa



3 different MBA program types ranked

Locations in Africa:

South Africa : 4

Egypt: 2

Morocco: 2

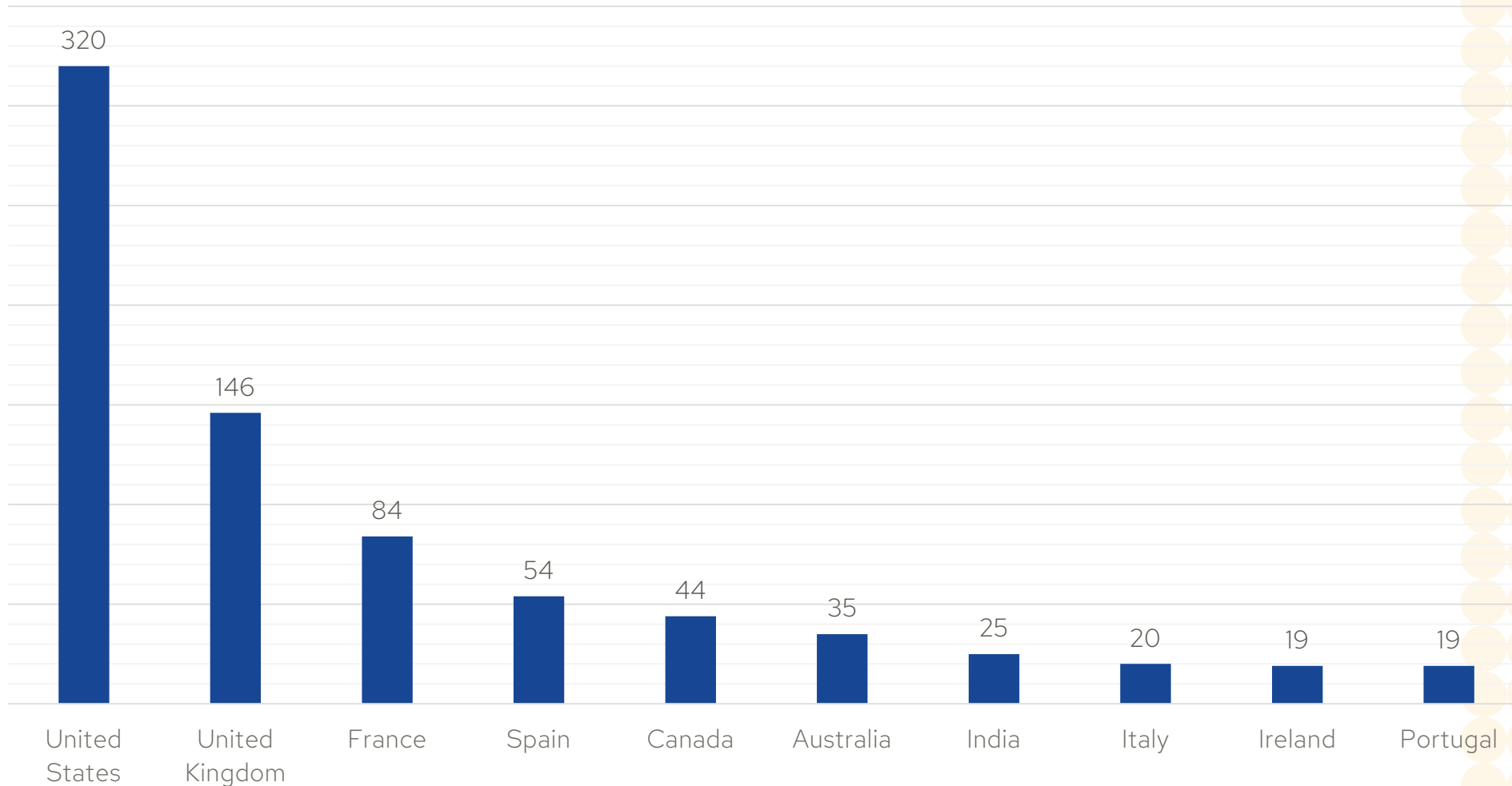
Nigeria: 1

Tunisia: 1

QS MBA/Business Masters Rankings 2023: Coverage

998 ranked programs from 391 Business Schools across 58 countries

TOP 10 LOCATIONS BY NUMBER OF PROGRAMS RANKED



Top performers in Africa

Best performing African Business Schools



The Cape Town Graduate School of Business ranks 3rd in Africa & Middle East in QS Global MBA Rankings and 101-100 globally.



Lagos Business School's MBA excels in diversity in Africa, achieving an indicator score of 69.3 for this category.



Rabat Business School is Morocco's sole entry in QS Masters in Management ranking, excelling in the value for money indicator.



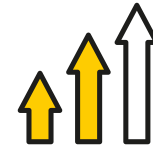
African Business Schools - SOAR



Despite COVID-19, application numbers remained stable, showing resilience and continued interest in African business schools among prospective students.



Africa's rapid growth as a business hub is attracting global investors, creating increased investments and educational opportunities for business schools.



Schools aspire to gain international accreditation for better global ranking, focusing on quality, relevance, and values like integrity and inclusiveness.



Limited schools have achieved international accreditation, but those that have are setting a precedent, encouraging others to pursue the rigorous process.

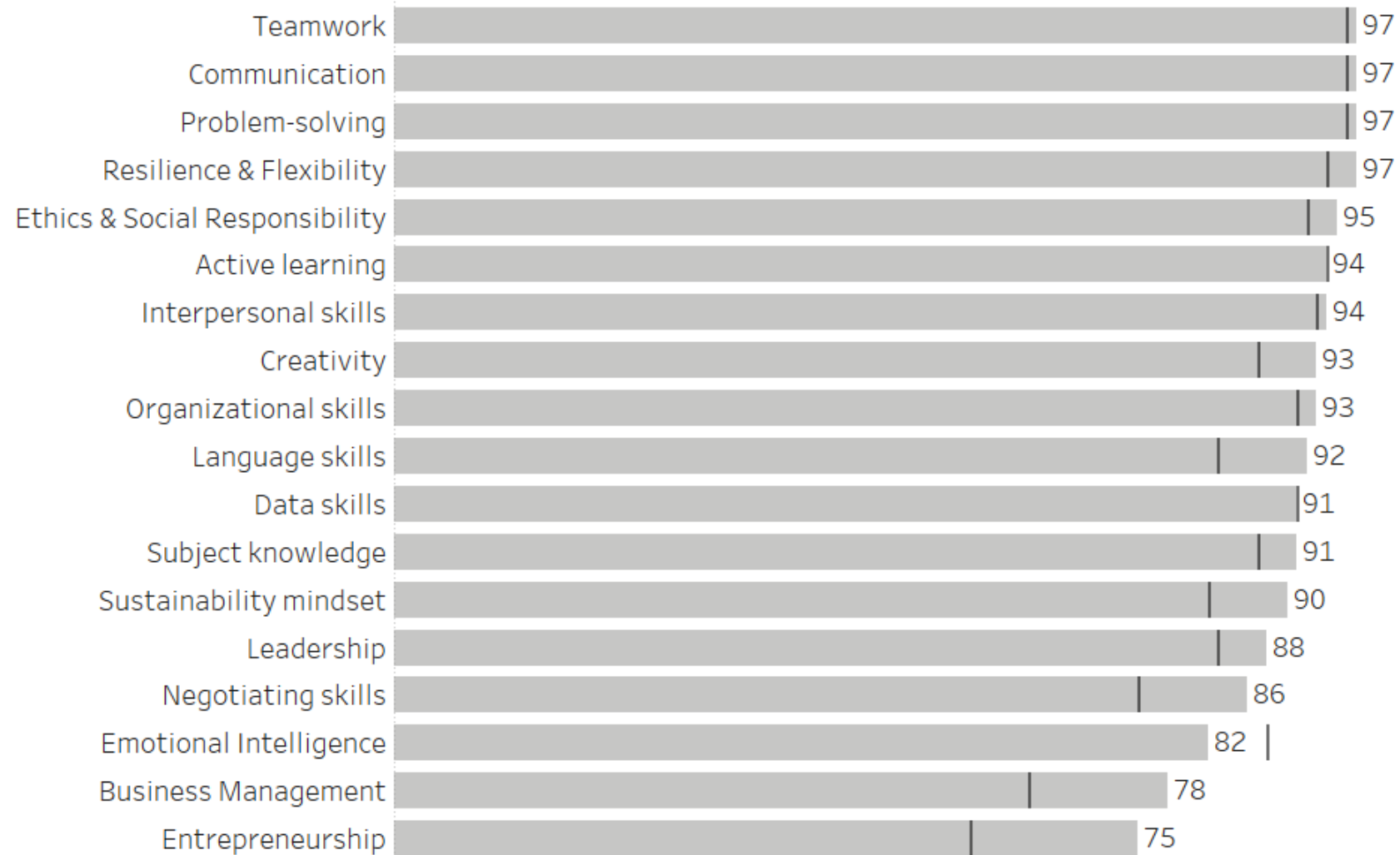
Skills in Africa

QS Global Employer Survey 2023



Africa

Skills importance



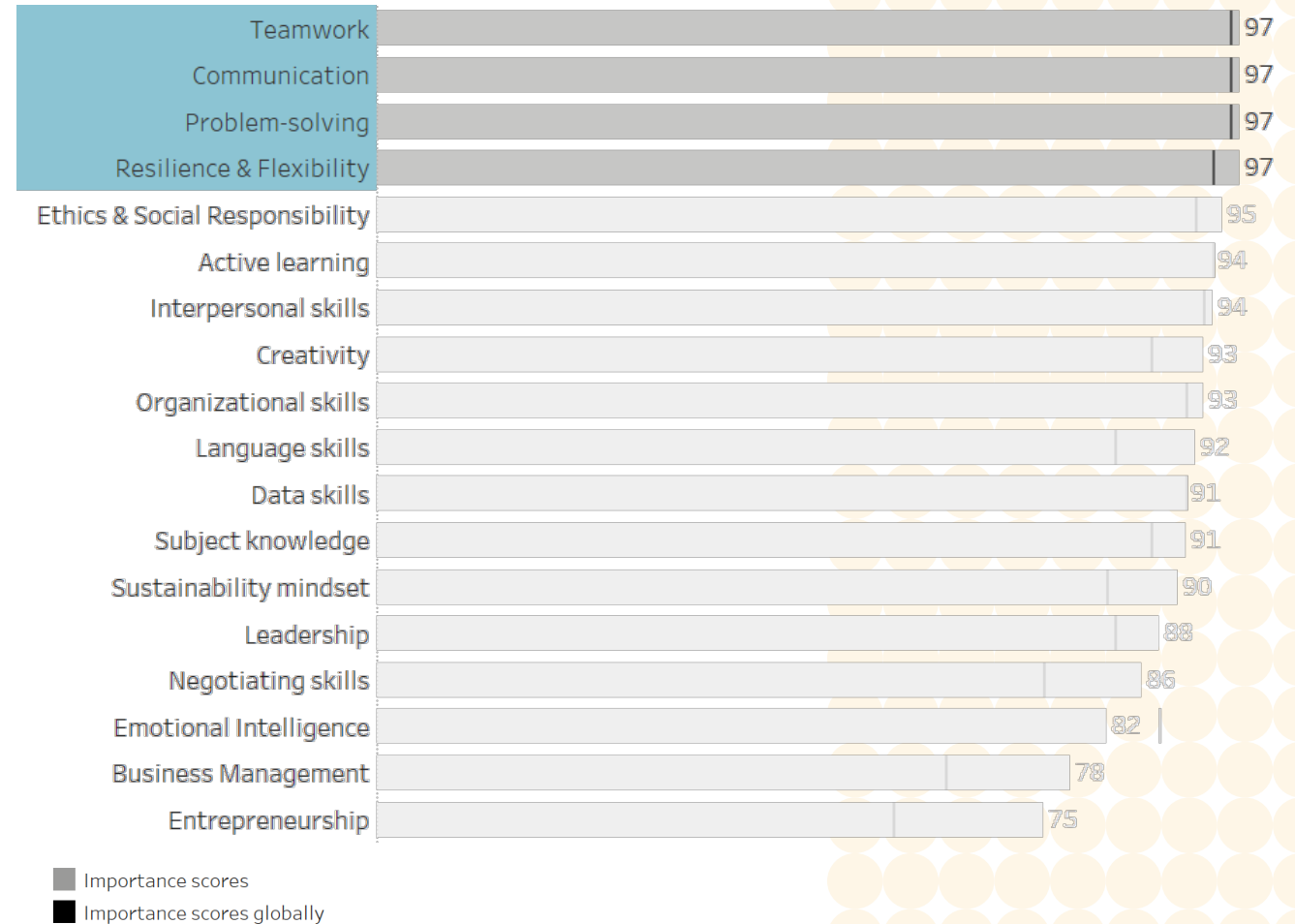
■ Importance scores
■ Importance scores globally



Africa

Skills importance

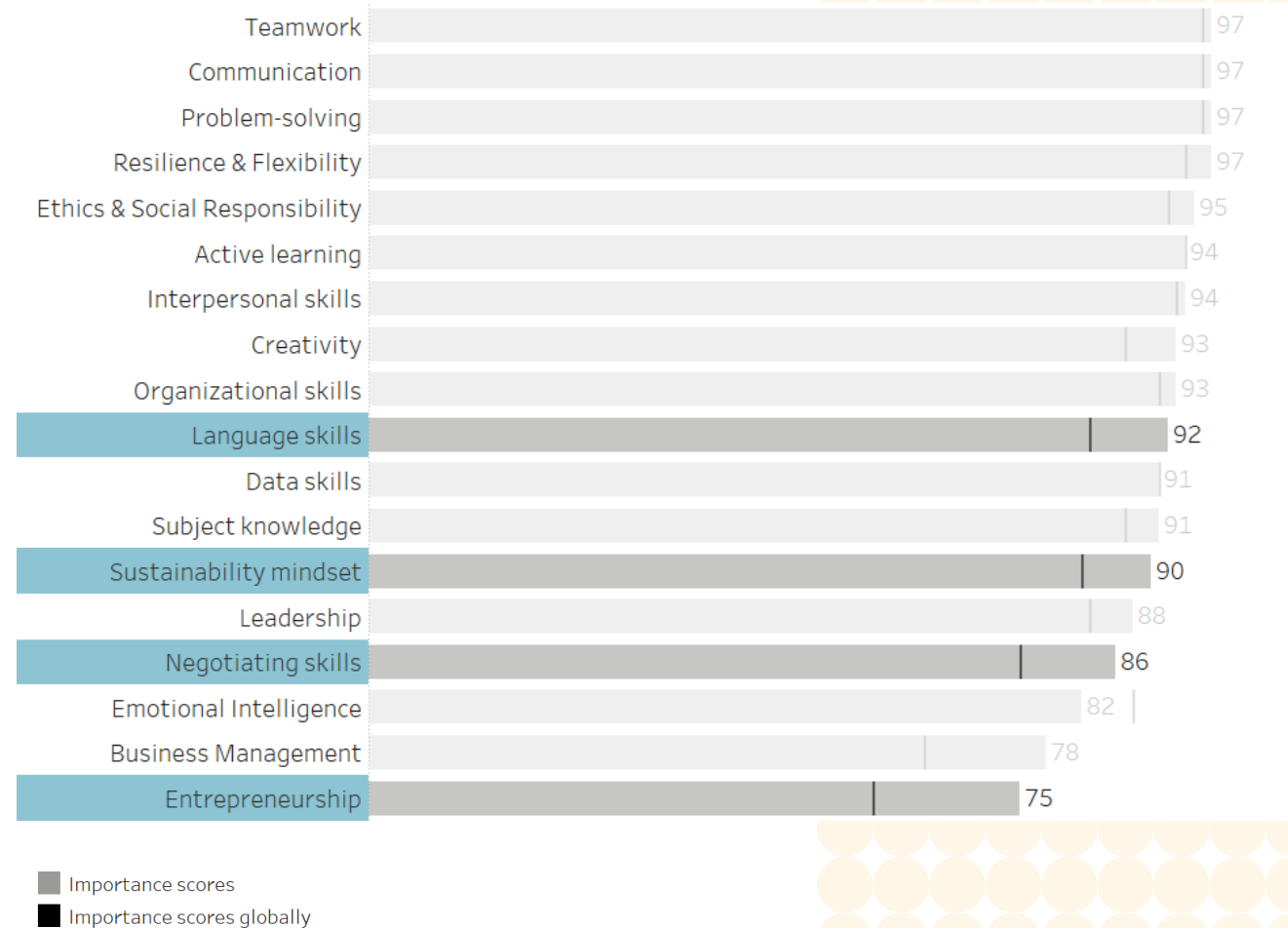
Teamwork, Communication, Problem-solving, and Resilience & Flexibility are the skills African employers value the most.



Africa

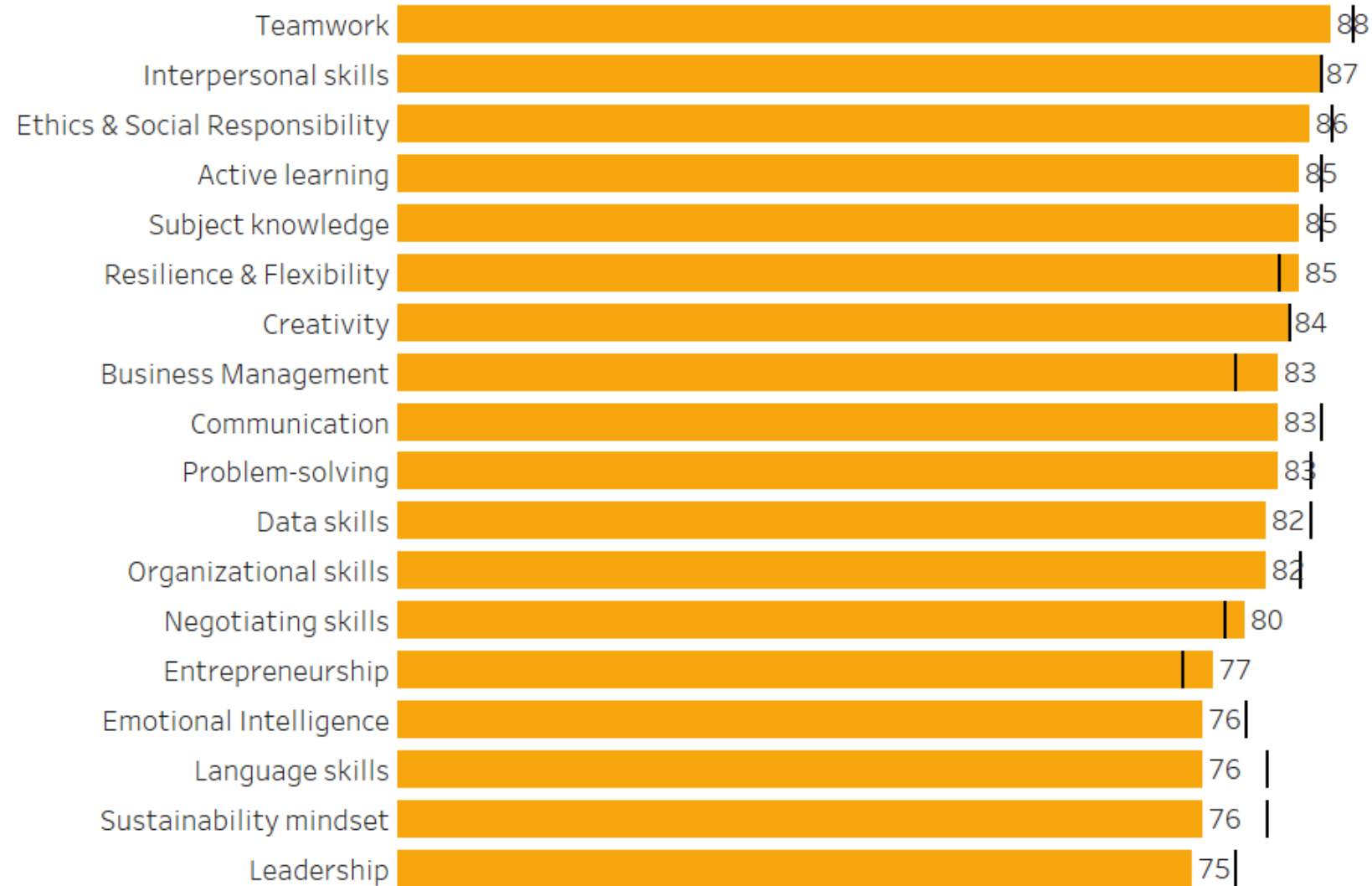
Skills importance

Language skills, Negotiating skills, Sustainability Mindset and Entrepreneurship are examples of skills African employers value more than their global peers.



Africa

Skills satisfaction



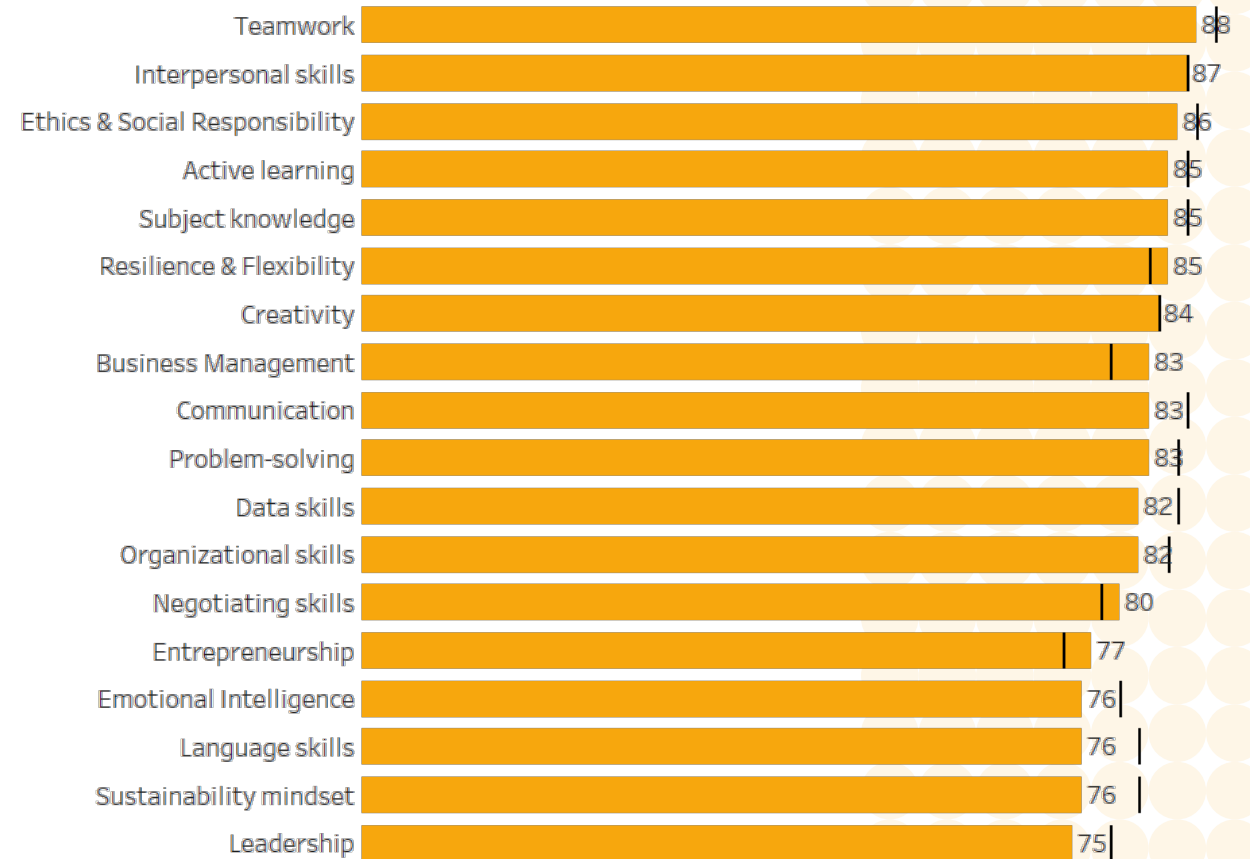
■ Satisfaction scores
■ Satisfaction scores globally



Africa

Skills satisfaction

Overall, African employers show a lower level of satisfaction when compared to their global peers.



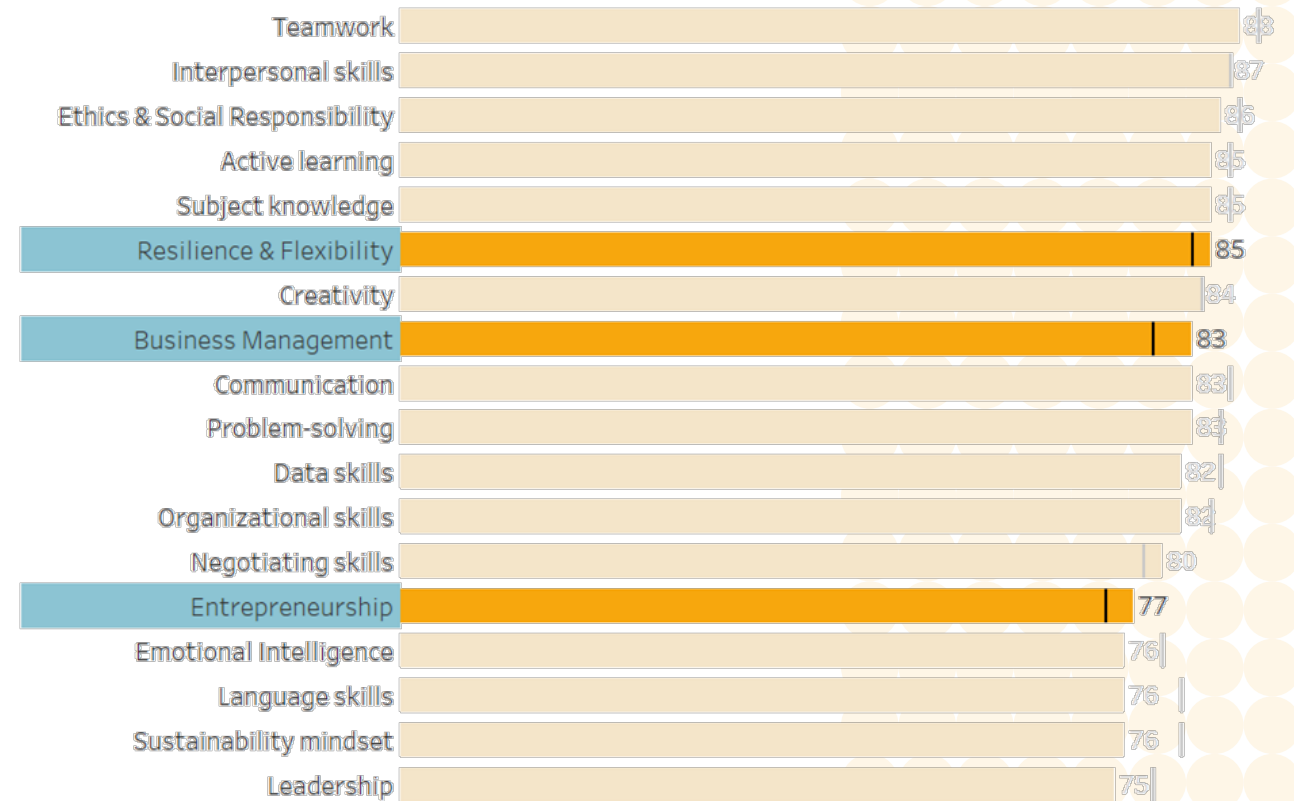
■ Satisfaction scores
■ Satisfaction scores globally



Africa

Skills satisfaction

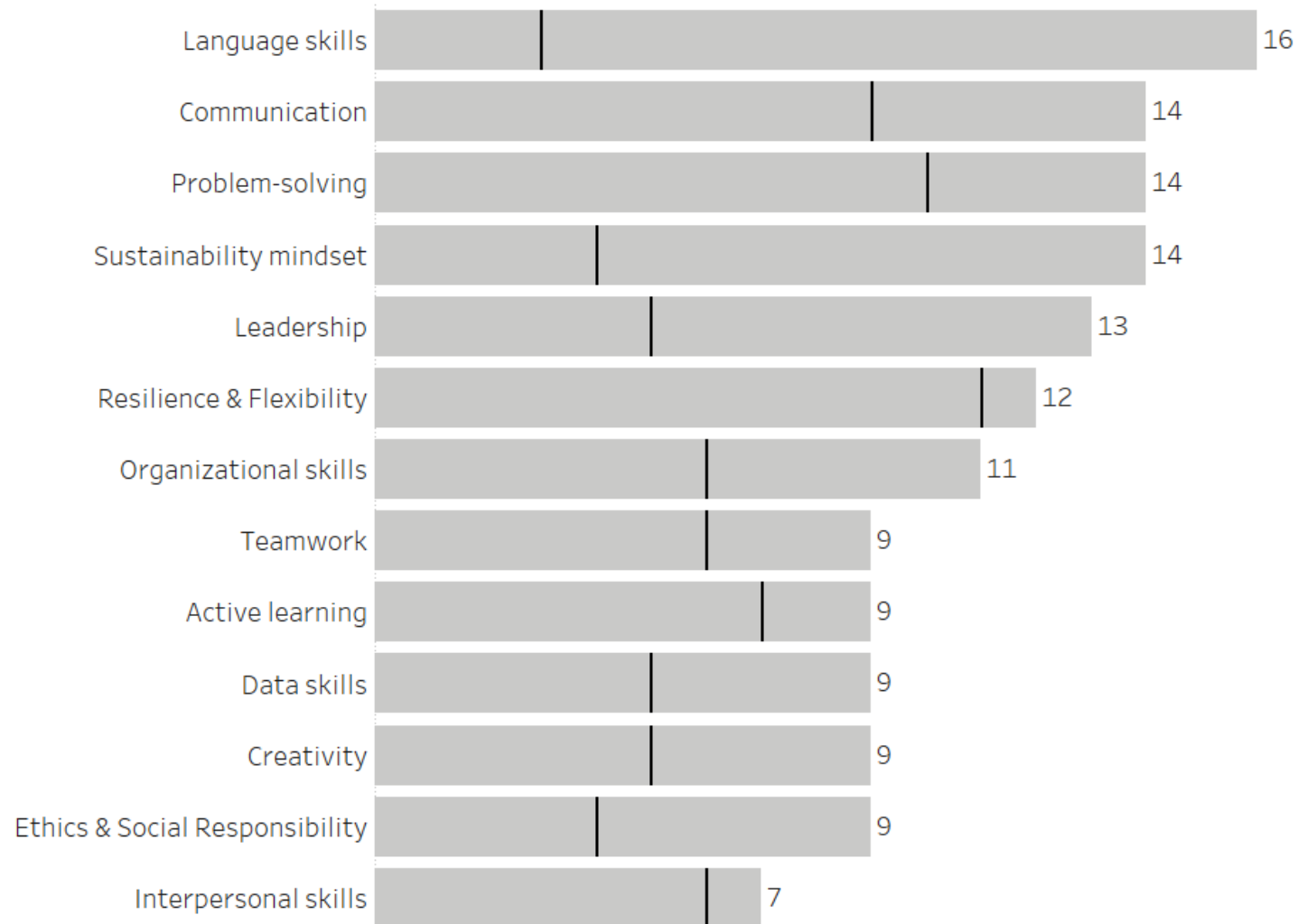
Resilience & Flexibility, Business Management, and Entrepreneurship are examples of skills that African employers present a higher level of satisfaction than the global averages.



■ Satisfaction scores
■ Satisfaction scores globally

Africa

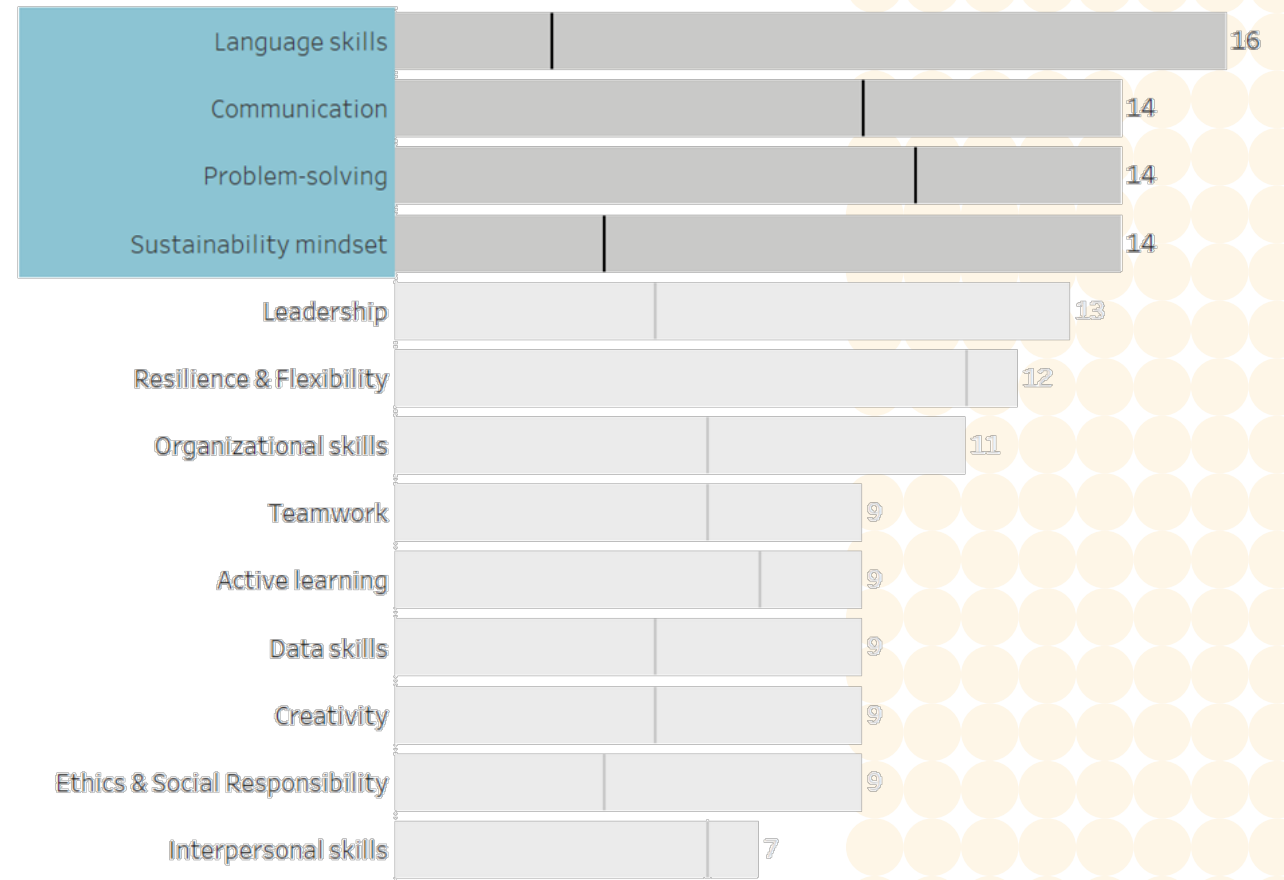
Skills gaps



Africa

Skills satisfaction

Language skills, Communication, Problem-solving, and Sustainability mindset are perceived as the wider skills gaps in the African region

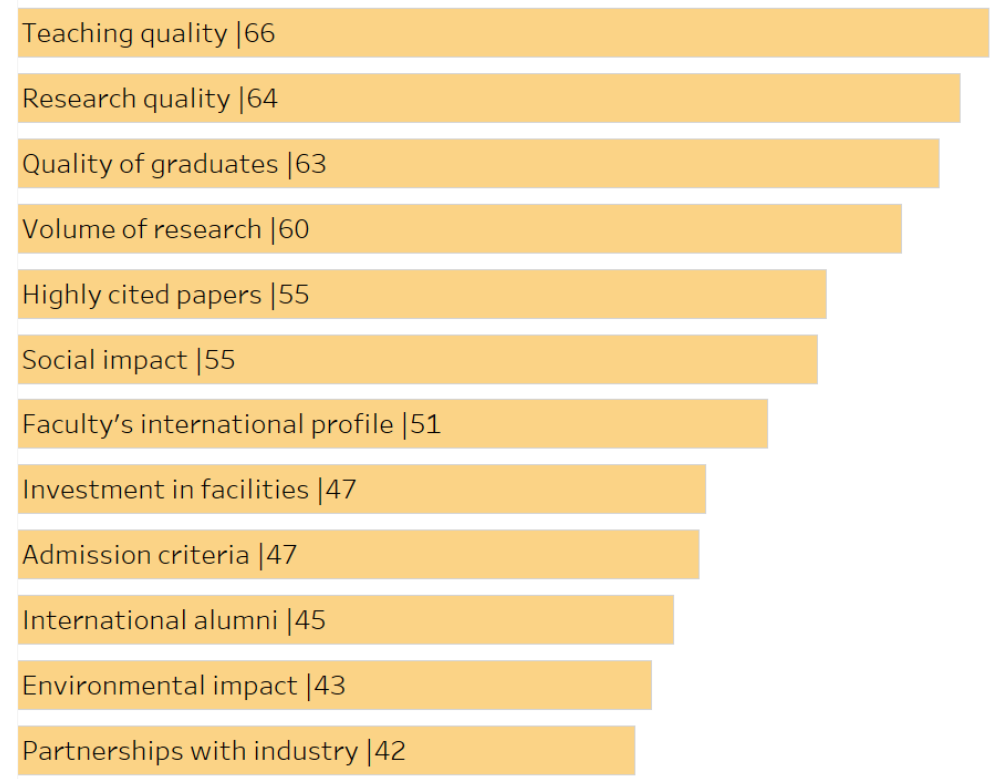
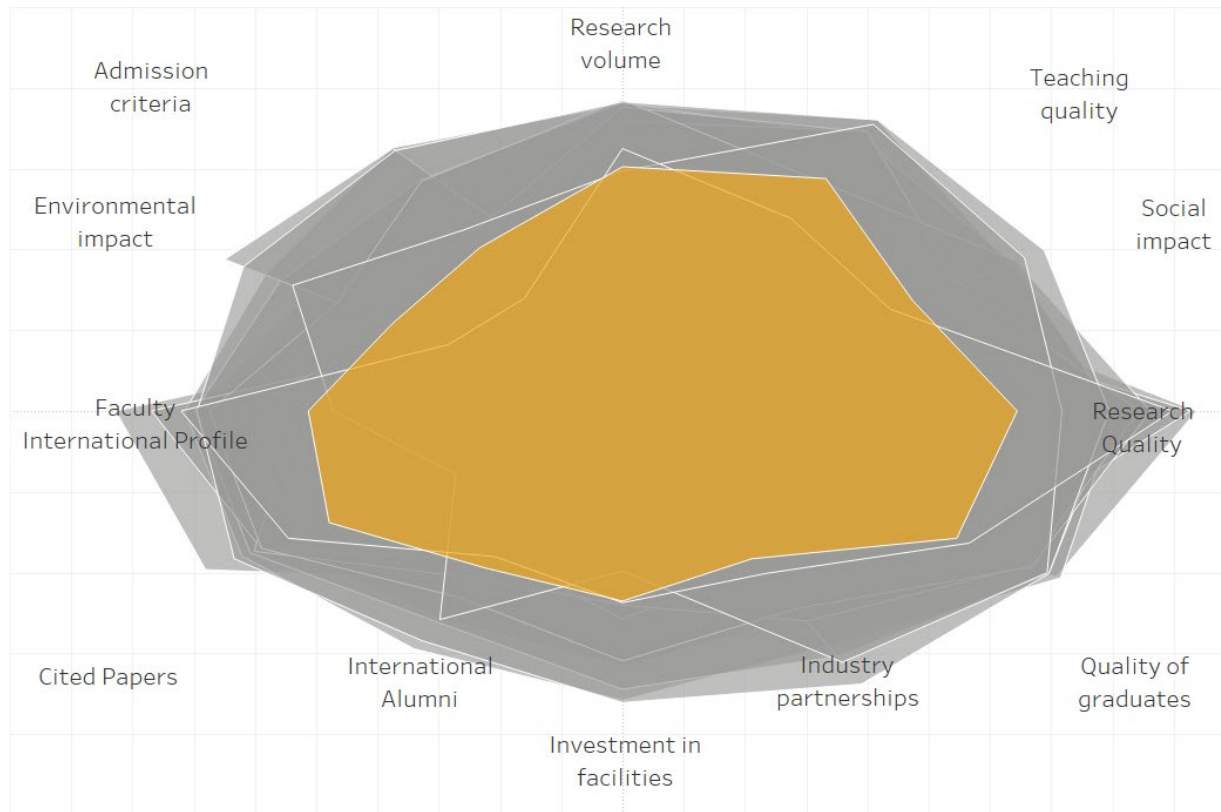


Reputation dimensions

QS Global Academic Survey 2023: preliminary results

Africa

What African respondents consider when thinking of academic excellence

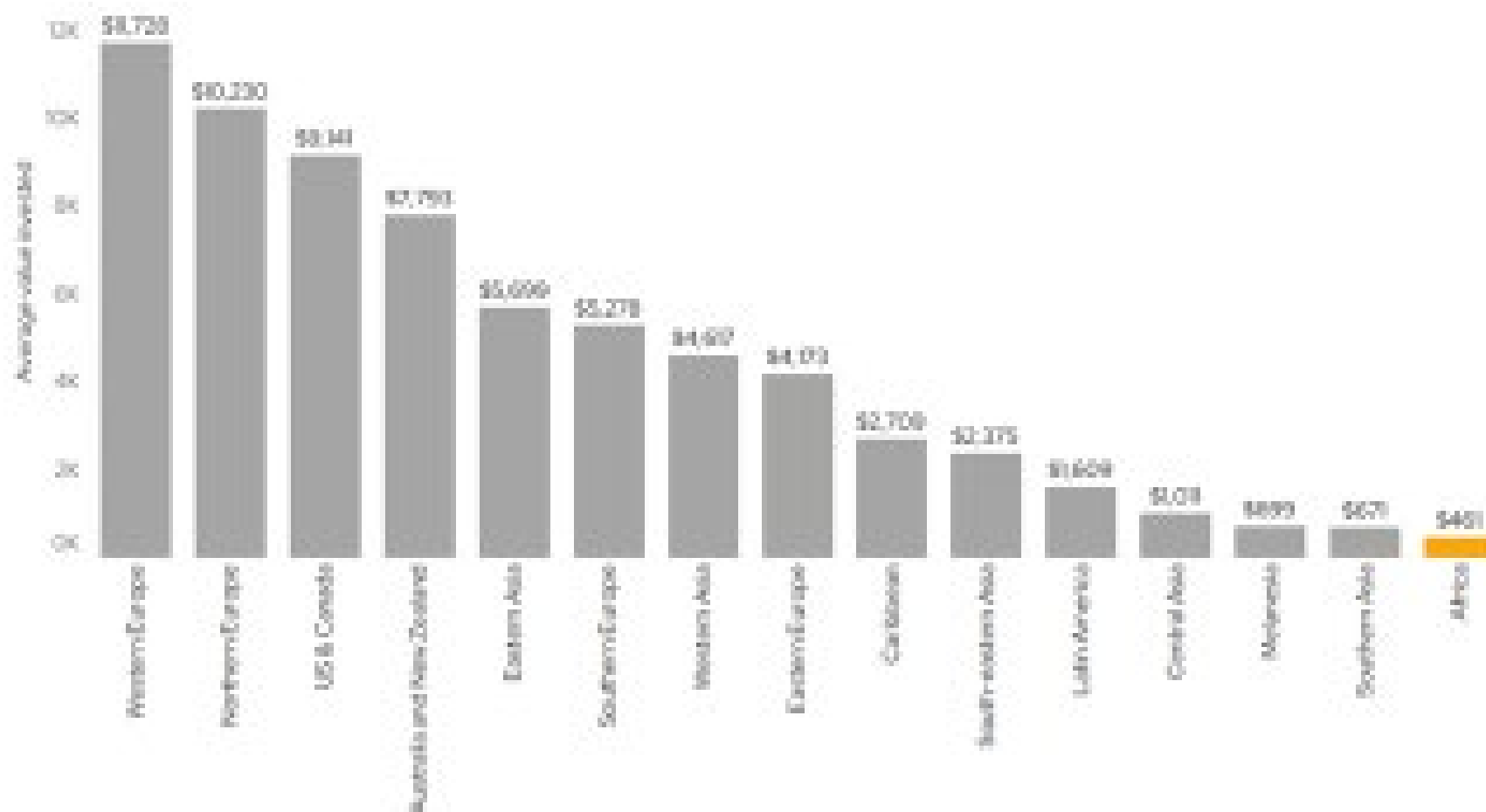


- Africa
- Other regions



Education investment in Africa

Global Comparison

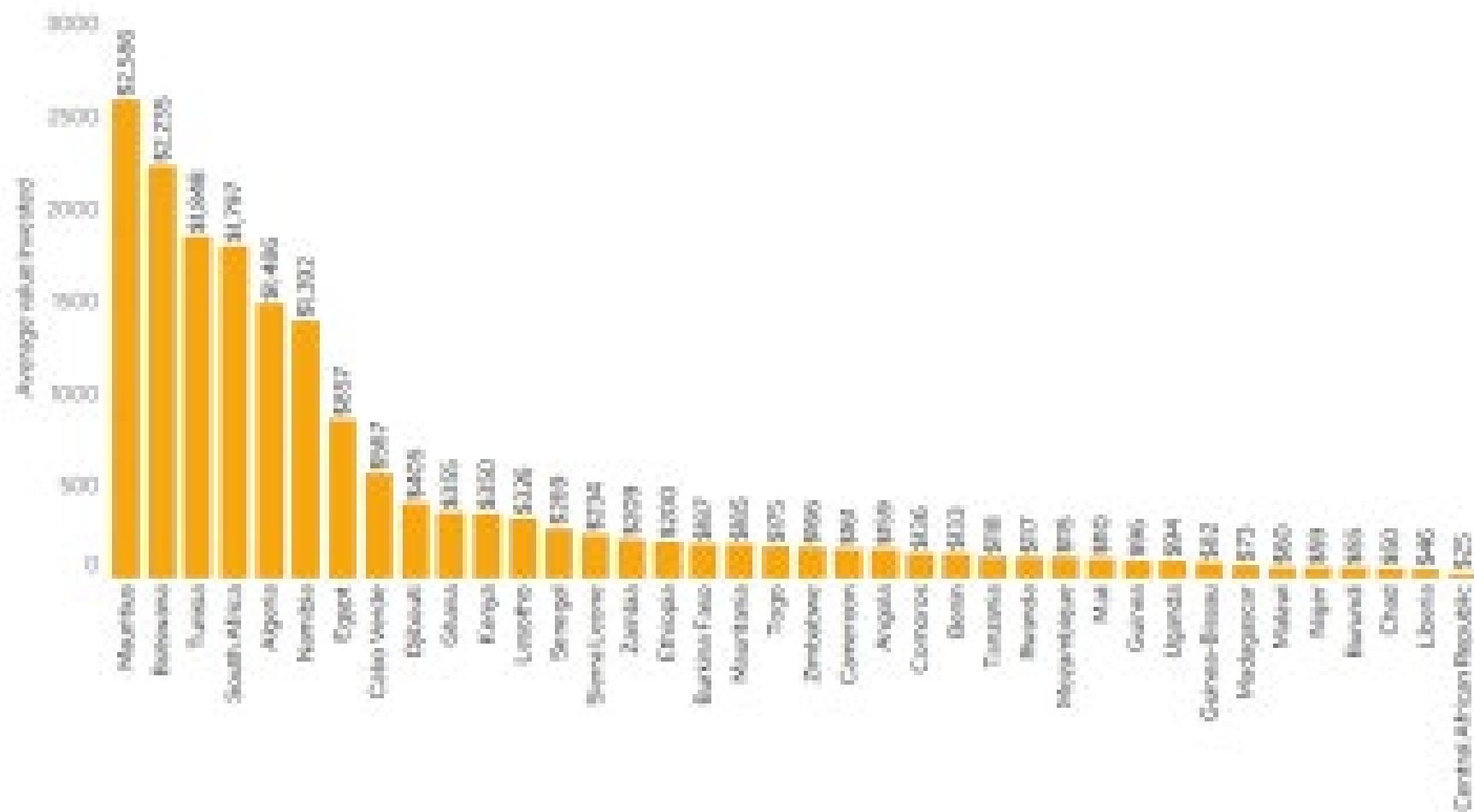


Proportion of GDP invested in Education relative to population from 0 to 24 years old

Source: CIA factbooks

Education investment in Africa

Regional Comparison



Proportion of GDP invested in Education relative to population from 0 to 24 years old

Source: CIA factbooks



How to take part in the QS International Student Survey 2024

Register your details here, and our team will get back to you:

