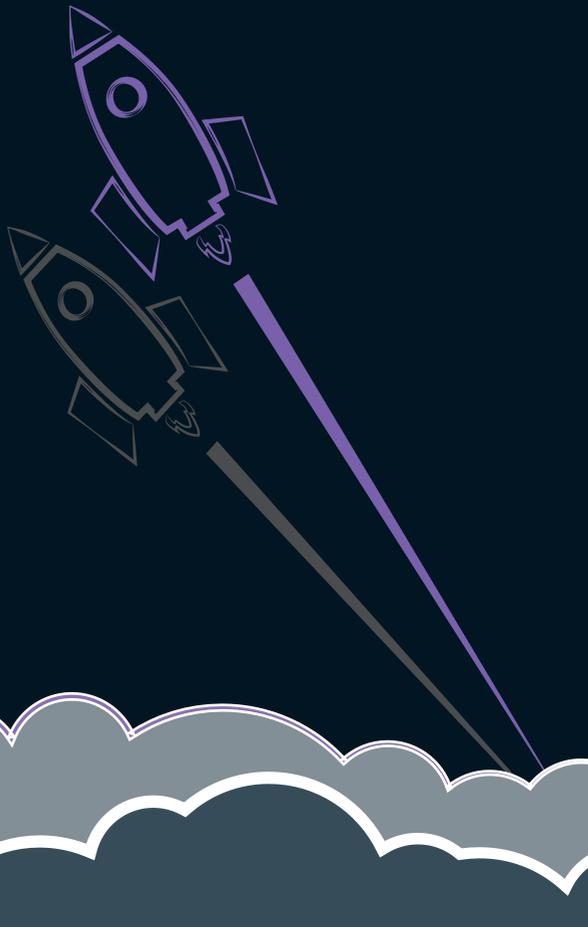


AppliedHE™

Private University Ranking
ASEAN & Asia-Pacific

Brochure for
Universities 2023



Introduction

Launched in 2022, the AppliedHE Private University Ranking: ASEAN was the first international university ranking that includes only private institutions of higher learning and that focuses specifically on universities in Association of South East Asian Nations (ASEAN) member countries. In 2023 the ranking is being expanded to include all of Asia-Pacific (including ASEAN), while a separate ASEAN ranking will also be maintained.

In many countries private higher education plays an important role in complementing public and international higher education alternatives, raising the capacity of the national higher education system, and providing study programs that are career-relevant and cost-effective. In this way private higher education has played an important role in the social and economic development of many countries across the Asia-Pacific.

Private higher education differs significantly from publicly-funded higher education in a number of ways. Most significantly, private higher education tends to rely almost exclusively on tuition fees, which means institutions must prioritize student satisfaction and graduates' career progression to justify the fees charged. Private higher education also tends to be more nimble, innovative and globalized, responding quickly to changing student and employer demand. All these differences mean that a like-for-like comparison between public and private universities can be difficult to make, justifying the need for a private university ranking.

The AppliedHE Private University Rankings are based on criteria that are most relevant to private universities and to the students who plan to make a significant investment, in both time and money, by studying there. The ranking emphasizes student satisfaction and employability, alongside factors like community outreach, internationalization, research and institutional reputation. Taken together this provides a holistic perspective on the private universities being ranked.

Rankings are always a zero-sum game, and in a region as culturally, economically and geographically diverse as the Asia-Pacific, comparisons will always pose challenges. At the same time university rankings are a powerful method and opportunity to highlight excellence. The most interesting and relevant question for students may not be: what is the best private university in Asia-Pacific? But what is the best private university in Jeddah, Almaty, Kyushu or Davao? The AppliedHE Private University Rankings are relevant for students, parents, higher education institutions and other stakeholders in every corner of ASEAN and the Asia-Pacific.

About AppliedHE

Founded in Singapore in January 2020 by veterans from QS Quacquarelli Symonds' Asia office, AppliedHE is a globally oriented higher education evaluation and branding company that is rooted in Asia and which aims to positively disrupt the global higher education sector.

As a consumer and business-facing brand, AppliedHE™ (“Applied Higher Education”) represents skills-based employment-focused higher education, as emphasized by its slogan Skills and Job Ready. Future Proof. The AppliedHE brand appeals to career-minded students and to institutions, it represent a fresh approach to institutional advancement, quality improvement and branding that leads to long-term and sustainable institutional success.

The AppliedHE Private University Ranking: ASEAN is the second university ranking project by the company. Its first was the widely publicized ‘composite ranking’, AppliedHE Rankometer World University Ranking, launched in January 2021. AppliedHE also produces a number of ratings targeting learning and employability (AppliedHE JOB-Ready Rating), English as a Medium of Instruction or EMI (ENGLISH-Ready) and online learning (ONLINE-Ready).

With its corporate headquarters in Singapore, AppliedHE also has staff and agents located in China, Japan, Malaysia, Pakistan, South Africa, Sri Lanka, Taiwan and the United Kingdom. More information about AppliedHE is available at <https://AppliedHE.com>

AppliedHE Ranking Advisory Board

The AppliedHE Ranking Advisory Board (RAB) provides guidance to AppliedHE about the development of Rankometer and related projects and ensures its transparency, independence and scientific rigour. The board operates independently of AppliedHE and can provide AppliedHE with its opinions when requested and upon its own initiative.

The current members of the board are:



Dr Kevin Downing (Chair)
Secretary to Council and Director of
the Institutional Research Office,
City University of Hong Kong
HONG KONG



Engr Nestor Rubio Ong
Deputy Director, Office of QS/
THE Rankings, University of
Santo Tomas
PHILIPPINES



Dr Aigerim Shilibekova
Director of Centre for Teaching
Excellence, University of Canada
West
CANADA



Dr Nico Jooste
Founding Member and Director
of the African Centre for Higher
Education Internationalisation
SOUTH AFRICA



Ms Karen Peyronnin
Director, Executive Masters at
École des Ponts ParisTech
FRANCE



**Dr Petrus Johannes (Hannes)
Look**
Researcher and Organisational
Behavioural Specialist
SOUTH AFRICA



Mrs Winnie Eley
Secretary to Governing Board of
CityU (Dongguan),
City University of Hong Kong
HONG KONG



Prof Judith Lamie
Pro Vice-Chancellor (International)
Swansea University
UNITED KINGDOM



Prof Dr Shameem Rafik-Galea
Professor of Applied Linguistics
and TESOL,
SEGI University
MALAYSIA



Dr Richard Holmes
Editor, University Ranking
Watch blog
UNITED KINGDOM



Prof Dato Dr Toh Kian Kok
Group Business Development Advisor,
UCSI Group and Senior Vice-President,
Group Human Resource, UCSI Group
and Deputy Vice-Chancellor, Global
Rankings and Internal Audit, UCSI
University
MALAYSIA



Prof Dr Maurits van Rooijen
Chief Academic Officer,
Global University Systems and
Rector, University of Europe for
Applied Sciences Germany
UNITED KINGDOM

Ranking Methodology

The AppliedHE Private University Rankings are compiled based on a diverse set of criteria that reflect the values and complex reality of private higher education in ASEAN and the Asia Pacific. Criteria for inclusion and those used in the ranking are calculated in a transparent way from independent and verifiable data sources.

A complete and more technical description of the methodology can be found at <https://AppliedHE.org/private-ranking-2023>

Universities in the Ranking

The AppliedHE Private University Rankings cover private universities located in the Asia-Pacific region, including a sub-ranking for Association of South East Asian Nations (ASEAN) countries.

For a university to participate, it must fulfill the following criteria:

1. Be regulated as a private institution of higher learning (post-secondary education) under local laws
2. Awards its own locally accredited degrees at Bachelor level and Master level

Be located in:

1. One of the 10 ASEAN member states, and/or
2. A country whose capital city is in Asia-Pacific

ASEAN countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam

Asia Pacific countries: ASEAN countries and Armenia, Australia, Azerbaijan, Bahrain, Bangladesh, Bhutan, China (including Hong Kong and Macau), Cook Islands, Cyprus, East Timor, Fiji, Georgia, India, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kiribati, Kuwait, Kyrgyzstan, Lebanon, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Zealand, Niue, Norfolk Island, North Korea, Oman, Pakistan, Palau, Palestine, Papua New Guinea, Qatar, Samoa, Saudi Arabia, Solomon Islands, South Korea, Sri Lanka, Syria, Taiwan, Tajikistan, Tonga, Tokelau, Turkey, Turkmenistan, Tuvalu, United Arab Emirates, Uzbekistan, Vanuatu and Yemen



ASEAN AND
ASIA PACIFIC

Ranking Criteria

The ranking consists of the following criteria:

Teaching and learning (40%) the quality of courses offered according to students, and a small share for student/faculty ratio.

Employability (15%) the career prospects, including further study and entrepreneurship, of graduates.

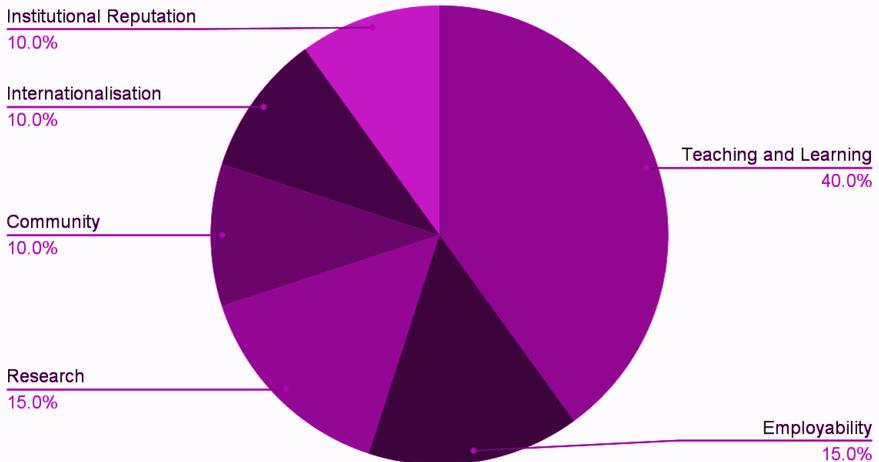
Research (15%) the contribution of an institution to generating new knowledge, which signals that faculty members are at the forefront of their field.

Community Engagement (10%) the ways in which the institution gives back through scholarships, community and environmental projects and participates in public discourse.

Internationalisation (10%) the opportunities for international exposure, either on-campus or by going on (virtual) student exchange.

Institutional reputation (10%) the way in which the university is perceived by higher education professionals at other institutions participating in the ranking.

Ranking Criteria



Ranking Data

The data used to calculate the indicators and ranking result is collected from diverse sources:

AppliedHE Student Survey an online survey distributed to students at each of the institutions participating in the rankings. Survey responses are kept confidential by AppliedHE, but they are not anonymous to enable AppliedHE to verify the respondents' identity. Universities must ensure a minimum response rate of 40% of the current student body, or 350 student responses, whichever is lower. Institutions with a lower response rate will be penalized.

Institution self-submitted data collected through an online data submission application. All submitted data is subjected to an independent random interval-sampling audit carried out by AppliedHE with which institutions must cooperate.

Bibliometric data from Google Scholar and Google News collected by AppliedHE for all institutions. Institutions receive a copy of the collected data for their reference and to ensure the transparency of the ranking.

Institutional reputation nominations whereby universities can nominate peer institutions participating in the Private University Rankings whom they respect.

10 Reasons to Get AppliedHE Ranked

There are many good reasons for eligible institutions to take part in an AppliedHE Ranking.

Here are 10 of the most persuasive arguments in favor:

1. Free publicity - participating in university rankings comes at no cost to an institution, yet being included ensures that an institution gets noticed by the users of the rankings and in the related media coverage. AppliedHE's Ranking releases have received coverage in The PIE News (UK), Campus Review (Australia) and IREG Observatory (Belgium), alongside national publications in Thailand, Iran, India, Indonesia and elsewhere.

2. Everybody loves a ranking - university rankings are popular with students, parents and many other stakeholders and it can shine a spotlight on the sector, much like the Olympics or a World Championship do for sports. Being part of the AppliedHE private university ranking is an opportunity for your institution to be part of the media buzz that goes with a new ranking.

3. Show your strengths - rankings are a great opportunity to prove your institution's excellence. The diverse criteria and wide spatial coverage ensure your institution is likely to be a strong performer in a number of different categories and geographies, eg best in research, best nationally or best in your city.

4. Benchmark performance against your peers - success is often relative, and if your institution wants to improve, it's important to know your performance relative to your peer group. For many Private Universities detailed data on their peer group was never available... until now.

5. Insight into student satisfaction - the AppliedHE student survey is a key component of the ranking and can provide your institution with unique insights into your students' overall perception and is benchmarked against the performance of other institutions. It's a way for us to thank you for your institution's participation.

6. Insight into research performance - the data collected from Google Scholar for each university is neatly summarized, providing you with additional insight into a key indicator. It's another way for us to express our appreciation.

7. Excite your students - competitions are a great way to build team spirit and to raise pride in an institution. Taking part in the AppliedHE rankings works much the same: students will be keen to have their voices heard, and will eagerly await the ranking results.

8. Excite your alumni - success is a powerful tool with which to engage alumni: an institution that is climbing up the rankings is likely to bring pride to their hearts.

9. Participation is easy - all that is required is a short online data submission and to distribute the AppliedHE Student Survey link to students. We take care of all the rest.

10. Participation is free - we do not charge for participation, but if you would like to take advantage of all the publicity generated with rankings, there are a variety of sponsorships available as shown below (note: sponsorships will not influence the ranking results in any way)

Ranking Timeline & Deadlines

The planned schedule of the production of the AppliedHE Private University Rankings: ASEAN & Asia Pacific 2023 is as follows.

NOTE: Please complete institutional data submission, student surveys, etc. **as early as possible** to ensure your institution's participation in the Rankings. We are unable to grant extensions to our deadlines.

15 July 2022	Start of promotional and outreach campaign Start of Registration and Institutional Data Submission via https://AppliedHE.org/private-ranking-2023
1 Aug 2022	Start of AppliedHE Student Survey period
11 Aug 2022	Rankings Information Session (webinar) Thursday afternoon, 15:00 Singapore time (07:00 GMT)
15 Nov 2022	End of Registration and Institutional Data Submission Start of AppliedHE Ranking Peer-Institution Nomination period
15 Dec 2022	End of AppliedHE Student Survey period End of AppliedHE Ranking Peer-Institution Nomination period
Feb 2023	Launch of AppliedHE Private University Ranking: ASEAN
Mar 2023	Launch of AppliedHE Private University Ranking: Asia-Pacific

Promotional Opportunities for Participating Institutions

An official AppliedHE launch event, AppliedHE.com Microsite and an AppliedHE Ranking Showcase Book are part of the AppliedHE Private University Ranking: ASEAN & Asia-Pacific publication process. Institutions can use these opportunities to promote themselves to local and international stakeholders. Institutions participating in the AppliedHE Private University Ranking: ASEAN & Asia-Pacific receive a preferential rate.

Official Launch Event



The official ranking results presentation will be held either online or physically (with a live video stream via YouTube and AppliedHE FUTURE). The launch includes a detailed explanation of the methodology and results, a round table discussion with members of the AppliedHE Ranking Advisory Board, guest speakers and audience comments. The launch event is expected to be attended by up to 200 senior decision-makers, journalists and analysts with an interest in the higher education sector from inside and outside the region.

AppliedHE.com Microsite

AppliedHE[®]
Rankometer
www.appliedhe.com/rankometer/

The AppliedHE Rankometer is a composite of five of the world's most influential university rankings. Use Rankometer to identify the Best of the Best Universities Worldwide. Rankometer is the World University Rankings - Simplified.

University: Location: Region: **Horizontal banner ad with link**

Front Social CSV Copy

Rank	University	Location	Region	Link
1	Stanford University	United States	North America	VIEW
2	Harvard University	United States	North America	VIEW
3	Massachusetts Institute of Technology	United States	North America	VIEW
4	University of Oxford	United Kingdom	Europe	VIEW
5	University of Cambridge	United Kingdom	Europe	VIEW
6	Princeton University	United States	North America	VIEW
7	University of California, Berkeley	United States	North America	VIEW

Approximately 24 hours prior to the launch event an official microsite with ranking results will be published on AppliedHE.com. This is the main location for all ranking users to get information about the ranking, including the methodology and relevant analysis, and includes links to download the Ranking Showcase (see below) or visit institutional profiles on AppliedHE FUTURE (<https://FUTURE.AppliedHE.com>). The microsite is expected to attract more than 30,000 visitors within the first month of its launch.

Ranking Showcase Book



The rankings showcase is a premium publication about the rankings and its methodology, which is presented together with articles, analysis, university and university-leader profiles highlighting current developments in the sector.

Approximately 500 copies are distributed free-of-charge to universities, government agencies, major corporations and embassies throughout the region. The book is also freely available for download and can be ordered as print-on-demand by members of the public.

AppliedHE Student Survey



At least 50,000 students across ASEAN & Asia-Pacific (mostly undergraduate) are expected to complete the online AppliedHE Student Survey. As they end the survey, they will view a limited number of banner ads (with links) to universities wishing to promote their post-graduate programs and scholarships.

Advertiser and Sponsorship Packages

The advertiser package is **exclusively for universities participating in the AppliedHE Private University Ranking: ASEAN & Asia-Pacific**. Institutions wishing to purchase this package at the competitive price offered, need to register before 1 November 2022.

Advertiser Package (Ranked universities only)

USD 6,500

AppliedHE Official Launch Event

- Logo on holding slides and/or backdrop
- Slide announcing ranking result
- Logo with link on promotional e-mail messages, event information page and post-event e-mail message
- Verbal acknowledgement and thanks during launch event

AppliedHE.com Microsite

- Horizontal banner ad with link (minimum 100 x 1,000 pixels) displayed above/below and between ranking results and articles (rotating basis)
- Highlighted result in ranking results table
- Link to institutional profile on AppliedHE FUTURE social media platform

AppliedHE Ranking Showcase Book

- Full-page full-colour ad (A4 size page)
- Highlighted result in ranking results table
- 5 complimentary copies (print) of the ranking showcase book

The premium sponsorship package is exclusively for universities **outside the ASEAN & Asia-Pacific region** who wish to showcase their brand alongside the AppliedHE Private University Ranking: ASEAN & Asia-Pacific and who wish to reach prospective graduate students, who are currently enrolled at ASEAN & Asia-Pacific private universities. Registration closes on 1 November 2022.

Premium Sponsorship Package (Non-ranked universities)

USD 18,000

AppliedHE Official Launch Event

- Logo on holding slides and/or backdrop
- Slide announcing ranking result
- Logo with link on promotional e-mail messages, event information page and post-event e-mail message
- Verbal acknowledgement and thanks during launch event

AppliedHE.com Microsite

- Horizontal banner ad with link (minimum 100 x 1,000 pixels) displayed above/below and between ranking results and articles (rotating basis)
- Highlighted result in ranking results table
- Link to institutional profile on AppliedHE FUTURE social media platform

AppliedHE Ranking Showcase Book

- Double-page full-colour ad (two A4 size pages)
- Highlighted result in ranking results table
- 10 complimentary copies (print) of the ranking showcase book

AppliedHE Student Survey

- Square banner ad with link (minimum 400 x 400 pixels) displayed on the final page of the survey.

CONTACT US

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Ranking & Rating Inquiries

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