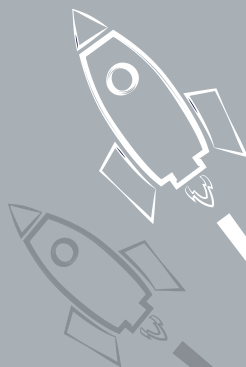


AppliedHE™

Private University Ranking:
ASEAN

AppliedHE Private University Rankings: ASEAN



Introduction

The AppliedHE Private University Ranking: ASEAN is 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 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 ASEAN countries.

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 Ranking: ASEAN is 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 South East Asia, 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 ASEAN? But what is the best private university in Maluku, Davao, Hatyai, Danang, Sihanoukville or Sarawak?

The AppliedHE Private University Rankings: ASEAN is relevant for students, parents, higher education institutions and other stakeholders in every corner of South East Asia.

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



Prof Sibrandes Poppema
President, Sunway University
MALAYSIA



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



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



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



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



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



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



Dr Richard Holmes
Editor, University Ranking
Watch blog
MALAYSIA



Prof Judith Lamie
Managing Director,
JL Education Consultants Ltd
UNITED KINGDOM



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



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

Ranking Methodology

The AppliedHE Private University Ranking: ASEAN is compiled based on a diverse set of criteria that reflect the values and complex reality of private higher education in South East Asia. 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/ranking-info>

Universities in the Ranking

There are more than 700 private universities in ASEAN, located in Cambodia, Indonesia, Malaysia, Myanmar¹, the Philippines, Thailand and Vietnam. Only private universities that award their own local degrees (undergraduate and graduate-level) are included in the ranking. Branch campuses or franchise programs which award degrees from foreign universities are excluded, as are specialized graduate schools. There are no local degree-awarding private universities in Brunei, Laos and Singapore (as far as AppliedHE is aware).



Ranking Criteria

The ranking consists of the following criteria:

Teaching and learning (40%) the quality of courses offered according to students.

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

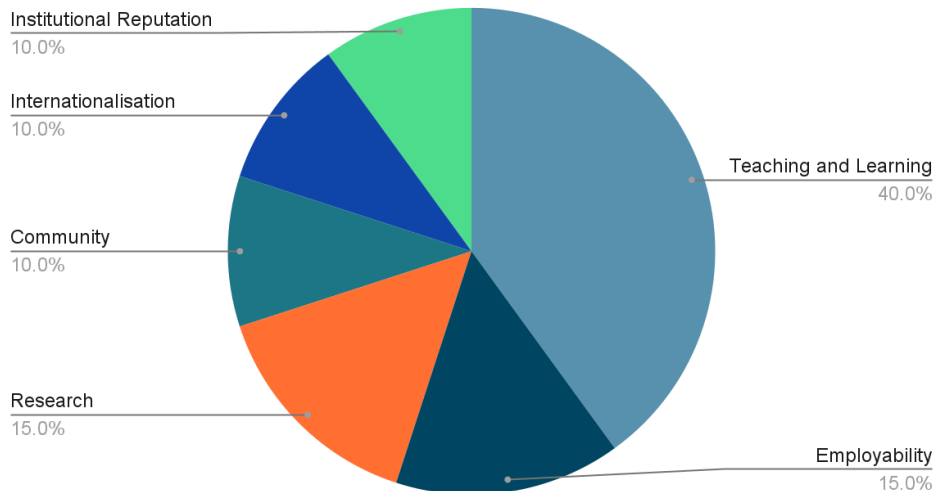
Research (15%) the contribution of an institution to generating new knowledge, which signals that faculty members are at the forefront of their field.

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:

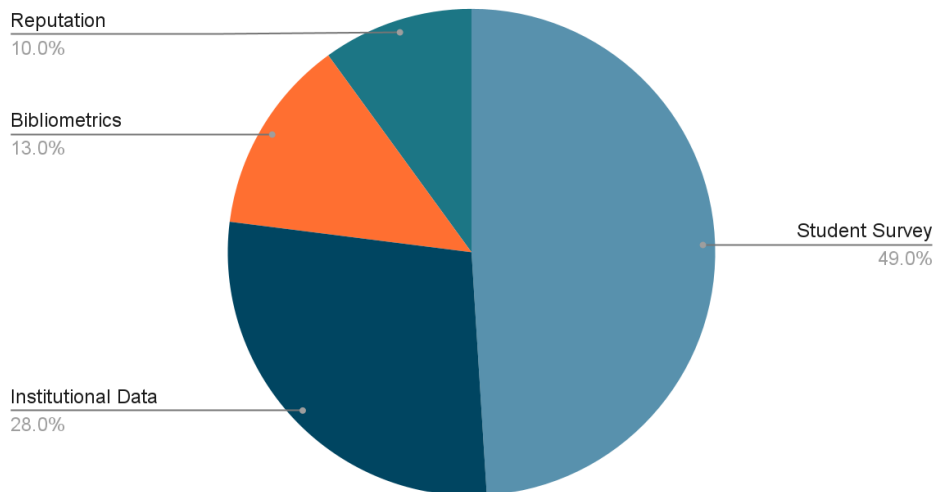
AppliedHE Student Survey (49%) an online survey distributed to students at each of the institutions participating in the rankings. Survey responses are kept confidential by AppliedHE, but they are not anonymous to enable AppliedHE to verify the respondents' identity. Institutions should ensure a response rate of 10% or greater. Institutions with a response rate of 5-10% will be penalized. Institutions with a response rate below 5% will be excluded from the ranking.

Institution self-submitted data (28%) 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 (13%) 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 (10%) collected as part of the institutional data submission; institutions can nominate up to 10 institutions (5 local and 5 international), excluding their own institution.

Ranking Data Sources



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 Rankometer release in 2021 received coverage in The PIE News (UK), Campus Review (Australia) and IREG Observatory (Belgium), alongside national publications in Thailand, Iran, India and elsewhere. The ASEAN private university ranking will also be publicized in regional and national media outlets across South East Asia.
- 2. Everybody loves a ranking** - competition - 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 first ASEAN 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 ASEAN 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 Ranking: ASEAN 2022 is as follows.

1 Sept 2021	Start of promotional and outreach campaign
15 Sept 2021	Rankings Information Session (webinar) Wed afternoon, 3 PM Kuala Lumpur/Manila, 2 PM Bangkok/Jakarta
7 Oct 2021	Rankings Information Session (webinar) Thu morning, 11 AM Kuala Lumpur/Manila, 10 AM Bangkok/Jakarta
15 Oct 2021	Registration deadline for universities to participate in the ranking via https://AppliedHE.org/ranking-reg
31 Oct 2021	Extended registration deadline for universities Data submission deadline for universities
1 Nov 2021	Start of AppliedHE Student Survey period
30 Nov 2021	End of AppliedHE Student Survey period
15 Dec 2021	End of grace period for AppliedHE Student Survey Beginning of ranking audit period
31 Jan 2022	End of ranking audit period
Feb 2022	Launch of AppliedHE Private University Ranking: ASEAN

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 publication process. Institutions can use these opportunities to promote themselves to local and international stakeholders. Institutions participating in the AppliedHE Private University Ranking: ASEAN 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 500 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](#)

Show [Print](#) [Email](#) [Share](#) [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 100,000 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 100,000 students across ASEAN (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**. Institutions wishing to purchase this package at the competitive price offered, need to register before 1 November 2021.

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 region** who wish to showcase their brand alongside the AppliedHE Private University Ranking: ASEAN and who wish to reach prospective graduate students, who are currently enrolled at ASEAN private universities. Registration closes on 1 November 2021.

Premium Sponsorship Package (Non-ASEAN 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.

AppliedHE™

JOB-Ready RATING SYSTEM

AppliedHE JOB-Ready Rating

USD15,000 **SPECIAL PROMOTION**

(Valid for 3 years, usual price USD25,000)

While the AppliedHE Private University Ranking offers insight into relative performance and evaluates a university as a whole, the AppliedHE's JOB-Ready Rating rates by employment cluster (subject area) and results are presented on an absolute scale. Institutions taking part in the ranking may wish to simultaneously do the JOB-Ready Rating to be able to present a broader set of results to their stakeholders.

AppliedHE JOB-Ready Rating Criteria:

- **Outcomes** how successful is an institution in preparing students for the job market or entrepreneurship?
- **Delivery** what is the quality of the teaching & learning process, including industry experience and faculty capacity?
- **Institution** is the institutional capacity there, especially in terms of people and organizational culture, to deliver world-class programs?

Large or small, doctorate or diploma, the AppliedHE JOB-Ready Rating evaluates the quality of an institution's programs based on the views from the people who know: students, alumni, employers and faculty. In addition to evaluating quality, the surveys also crowd-sources ways to improve the institution and to understand the motivations and concerns of stakeholders.

Unique to the AppliedHE JOB-Ready Rating, the evaluations are carried out by employment clusters, a new and innovative way of looking at higher education that places employment success at the heart of the education journey. 22 Employment Clusters cover all sectors of the economy, including 'Healthcare', 'Electrical & Precision Industries', 'Legal Services', etc. and allow every program, large or small, to be rated and branded. The rating specifically addresses programs' readiness for Industry 4.0.

Because it is based on surveys, the AppliedHE JOB-Ready Rating is easy to implement: institutions just need to make sure their stakeholders respond and provide some basic data. Ratings are valid for 3 years and are highly effective as a branding and quality improvement tool to excel in the rankings.

CONTACT US

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Ranking & Rating Inquiries

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