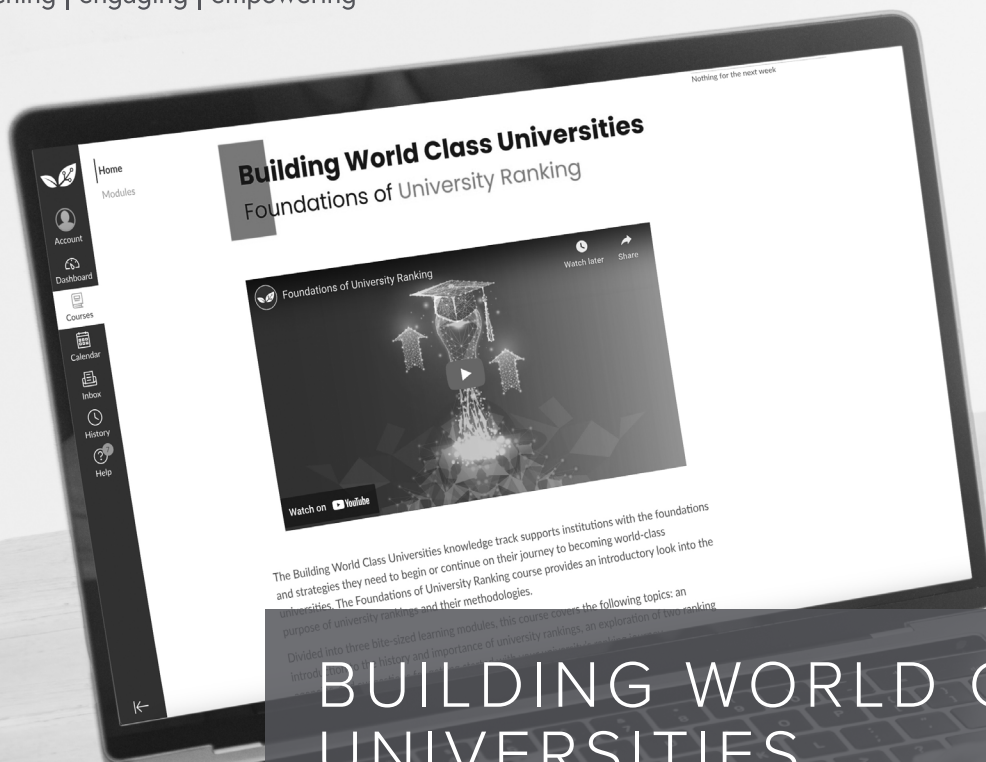


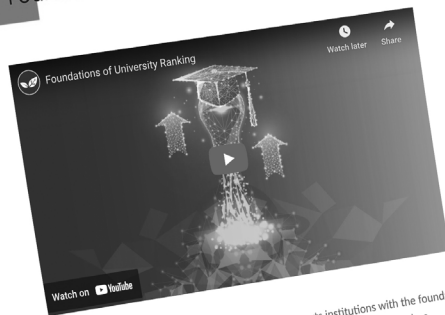


# Knowledge E

enriching | engaging | empowering



## Building World Class Universities Foundations of University Ranking



The Building World Class Universities knowledge track supports institutions with the foundations and strategies they need to begin or continue on their journey to becoming world-class universities. The Foundations of University Ranking course provides an introductory look into the purpose of university rankings and their methodologies.

Divided into three bite-sized learning modules, this course covers the following topics: an introduction to the history and importance of university rankings, an exploration of the ranking

# BUILDING WORLD CLASS UNIVERSITIES AN EIGHT COURSE KNOWLEDGE TRACK

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**DIGITAL SHORT COURSES FOR UNIVERSITY  
LEADERSHIP, FACULTY AND STAFF**

# BUILDING WORLD CLASS UNIVERSITIES

Knowledge E's digital Building World Class Universities knowledge track supports institutions to begin or continue the journey of becoming a world-class university. This knowledge track is organised into three core and five supplemental courses that keep information simple and direct, so strategies are immediately applicable.

All courses are led by expert instructors and filled with compelling examples, interactive worksheets, and opportunities for reflection. They have been carefully designed to support collaboration between university leadership, faculty, and staff whose work impacts their university's ranking.

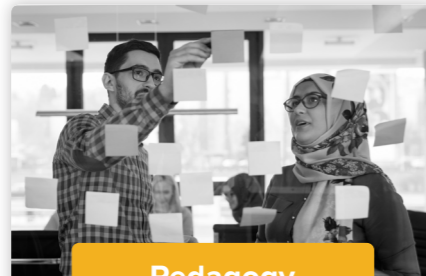
The core courses were developed in collaboration with César Wazen, the Director of the International Affairs Office at Qatar University. He designed and implemented the ranking strategy that Qatar University has used to dramatically improve their university rankings.

## COURSE DESIGN



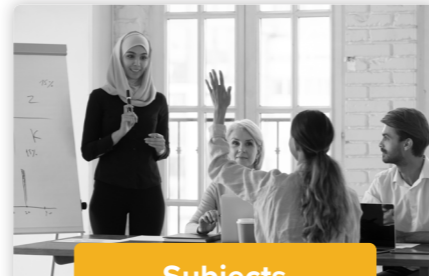
### Audience

Supports university professionals, including faculty and staff with roles that impact the university's ranking strategy



### Pedagogy

Combines short, self-paced design with expert delivery of instruction and practical, engaging learning activities



### Subjects

Focuses on integral components of university ranking strategy in order to support the creation of a unique ranking strategy

## COURSE FEATURES



Outcome-based



Instructor-led videos



Case studies



Interactive content



Guided exercises



Knowledge checks



Reflection opportunities



Action plans

## COURSE EXPERTS

The courses in this knowledge track are presented by three leading industry experts. They bring an invaluable wealth of knowledge to their courses, compounded from decades of consultancy experience in academic strategy, international affairs, university marketing, and programme design.

# COURSE OVERVIEW

Let our outcome-oriented approach empower your faculty and staff to enhance your university's ranking strategy!



**Module 1:**  
Introducing University Rankings

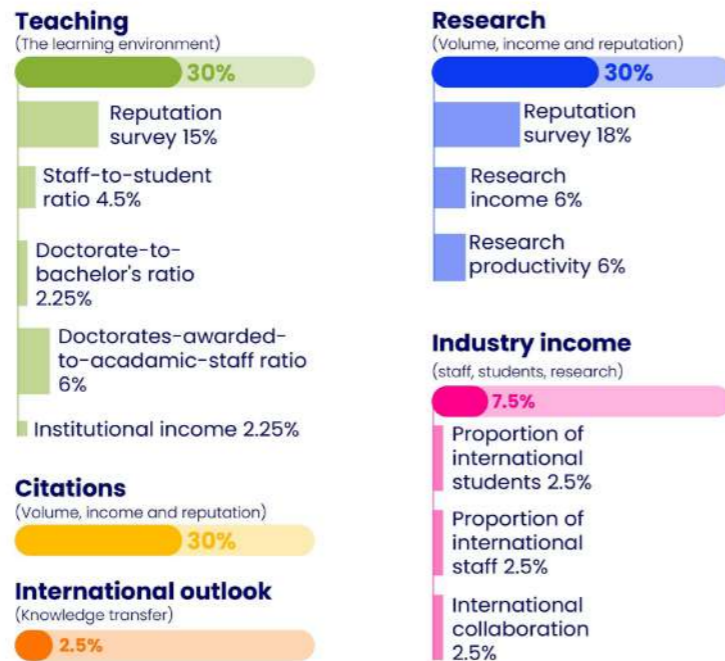
**Module 2:**  
Exploring Ranking Bodies

**Module 3:**  
Planning Next Steps

This course provides an introduction to the purpose and history of university rankings and their methodologies. Foundations of University Ranking best supports university leadership, faculty, and staff whose work is related to university ranking.

## COURSE 1: Foundations of University Ranking

### THE World University Rankings Methodology



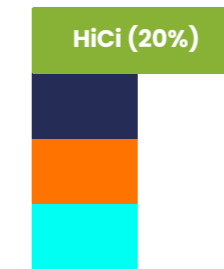
**Module 1:**  
Introducing Bibliometrics

**Module 2:**  
Introducing Rankings Indicators

**Module 3:**  
Introducing Metrics for Journals

This course equips users with key bibliometrics terminology associated with university research and citations as they relate to university ranking agencies' methodologies. Foundations of Bibliometrics best supports university leadership, faculty, and staff whose work is related to university ranking.

## COURSE 2: Foundations of Bibliometrics



**HiCi (20%)**  
The number of Highly Cited Researchers selected by Clarivate.

ARWU uses the list issued in November of the previous year for current year rankings (usually out in August). Only the primary affiliations of Highly Cited Researchers are considered.



**Selected metrics:**

- Field-Weighted Citation Impact (FWCI) Author/overall
- Author/total articles
- Outputs in top percentiles
- International collaborations
- Academic/corporate collaboration

**Rankings:**

THE/QS



## COURSE 3: Maximising Research

### Module 1:

Enhancing Research and Publications

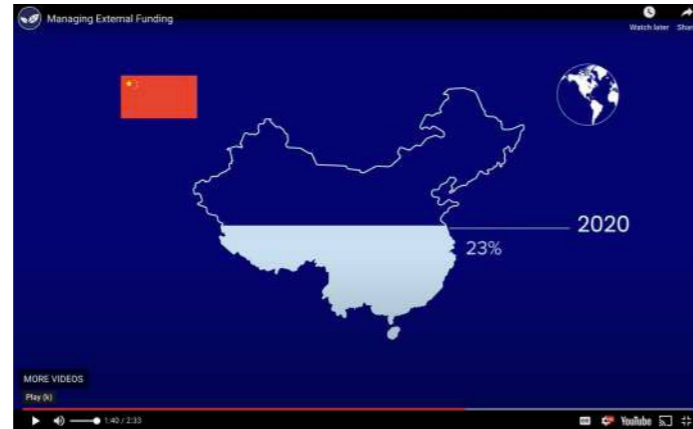
### Module 2:

Managing External Funding

### Module 3:

Developing Scholarship

This course examines a long-term strategy for enhancing research and publications with the aim of empowering users to develop their own strategy in order to positively impact their university rankings. Maximising Research best supports university faculty, Deans for Research, and the university's Research Office.



#### Task 1:

**Task 1: Facilitate the logistics of the matter by ensuring funds for airline tickets, accommodation, and per diem for the researcher.**

The first task is the easier of the two tasks. Even if your departments have budget issues, most academics can cover their own expenses through sabbatical and/or other offerings from their institutions. Reciprocal treatment can be another way where you can have an Memorandum of Understanding with the institution to cover the expenses of their professors while they cover yours.

#### Task 2:

**Task 2: Match-make and use your international network to initiate contact between highly established professors and your own researchers.**

The second task is more difficult as it includes a lot of negotiation. We all know freedom is very important to academics, especially in research interests. They are rarely influenced by top management to go in one direction or the other. Here is where the national funds (wherever present) can support your ability to find a perfect research topic that is of interest to both the management and the academic. This starts from the same starting point of having all logistics dealt with. This can be funded by industries nearby.



## COURSE 4: Increasing Visibility

### Module 1:

Utilising Conferences and Workshops

### Module 2:

Increasing Local and International Collaboration

### Module 3:

Taking the Next Steps

This course outlines a short-term strategy for increasing university visibility by enhancing local and international collaboration. Increasing Visibility best supports university faculty, events managers, and members of the External Relations, Public Relations, and Communications Departments.

### International Collaborations 2017 vs 2021



Collaborations 2015 - 2017

**62**

Collaborations type

IRCC	MOU	QJRC
		62



Collaborations 2018-2021

**102**

Collaborations type

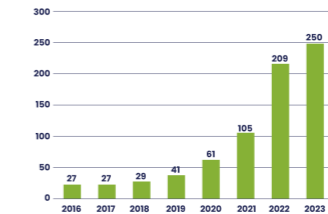
IRCC	MOU	QJRC
33	54	15

### Improvement in number of votes on QS reputation survey

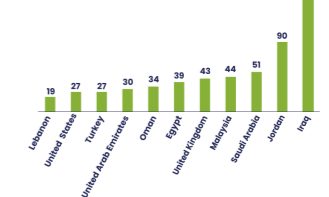
Top 10 locations by share of responses nominating QU



Nominations by Year

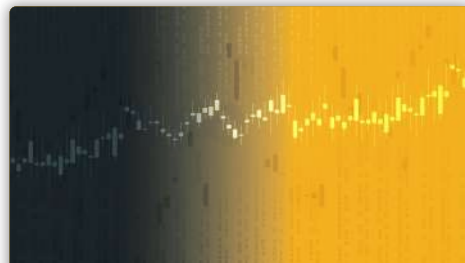


Top Nominating Countries



Nominations by response year





## COURSE 5: Crunching Data

### Module 1:

Managing Data

### Module 2:

Creating a Ranking Committee

This course defines a strategy which can be applied to a university's ranking strategy immediately in order to support the management and collection of data and data submission to ranking agencies. Crunching Data best supports data crunchers, data analysis teams, Associate Deans for Research, and the university's Research Office.

### THE World University Rankings

Institutions submit data

#### Students

Total & International

#### Degrees awarded

Bachelor degrees awarded, doctoral degrees awarded

#### Academic Staff

Total & International  
Plus Research Only Staff

#### Income

Total Institutional Income  
Research Income  
Research Income from Industry or Commercial Sources

**The data required, in list format was:**

- Company name (Distinct Company name)
- Numbers of internships offered to students in the last reporting year- in numbers
- Numbers of work placements offered to students in the last reporting year- in numbers
- Link to partnership webpage, evidence of such partnership

MORE VIDEOS

1:37 / 3:02



## COURSE 6: Branding for Degree Presentations

### Module 1:

Writing Degree Presentations

### Module 2:

Defining Your Point of Difference

### Module 3:

Naming Your Programme

This course explores the key components of a successfully and strategically-written degree programme in order to improve university visibility. Branding for Degree Presentations supports strategic collaboration between university faculty and the marketing department.

#### An academic description

##### Year One: Module X

The issues chosen will be studied from multiple perspectives, starting from a basic, empirical analysis and progressing towards conceptual and theoretical issues suitable to the module level.

##### Year One: Module X

This module introduces students to the empirical study of the key structures, institutions, processes, outcomes and behaviour in political systems. It familiarises students with both the content and shape of political life and how academic scholars study it.

##### Year two: Module X

Students will be asked to consider the nature and purposes of descriptive and causal analysis in politics and international relations. Students will develop skills in choosing, using and evaluating the research designs, and techniques for the collection and analyses of data used by researchers in these fields.

#### A marketer's presentation

##### Global Development:

Explore the concept of development and the challenges in reducing global poverty, inequality and conflict.

##### What you'll do:

You'll study the changing relationships between organisations involved in international aid and development, engage with trends in development thinking and situate development in the context of global capitalism.

**What you'll learn:** When you complete this module successfully, you'll be able to.

- identify and assess approaches to, and measurements of, global development
- Identify & explain key global development challenges
- Define the organisations involved in international aid & development

Introduction

Can we begin by discussing why degree programme presentation is so important?

MORE VIDEOS

1:00 / 3:25



## COURSE 7: Developing a Distinctive Position for Your University

This short, one-module course facilitates the identification of university values in order to create a marketing strategy that capitalises on points of differentiation and increases visibility. Developing a Distinctive Position for Your University supports strategic collaboration between university leadership, faculty, and the marketing department.

### The Spirit of Your University

Here are four real-life examples of universities who are trying to differentiate themselves. Sometimes, they adopt a tagline – a slogan if you like – but more often, it is applied in a more subtle fashion – in the body of communications rather than headlines. It's the thought that matters, so it can be expressed in various ways.

Spirit	Expression
Confidence	Take on tomorrow
Ambition	We make the exceptional happen
Non-conformist	Disrupting conventional thinking since...
Global outlook	XXXX's Global University

### Successful Differentiation

Remember, universities have:



To compete, you must differentiate successfully. Values endure, facts don't. You need to be able to successfully communicate your value to others. The following guidelines will help you navigate this challenge:

- The platform you choose should derive from a real truth about your institution.
- Agreed (but not diluted by) a wide consensus among academics and professional services
- Don't worry if it's not unique. *He who takes the ground, holds the ground.*
- It's more powerful when used as a supportive theme in external communications rather than a tagline or slogan. Evidence, not just rhetoric.
- Stay with it for a decade at least – consistency is key, change undermines brand- building.



## COURSE 8: Developing Alumni Relationships

**Module 1:**  
Identifying the Value of Alumni

**Module 2:**  
Exploring Best Practice

**Module 3:**  
Using Alumni Data

This course studies examples of global best practices in order to improve universities' collection and use of alumni data to personalise communication with alumni and strengthen alumni programmes overall. Developing Alumni Relationships supports university faculty, Alumni Association staff, communications department staff, and event managers.

### Who supports your alumni strategy?

- University and staff contribute to the alumni strategy but have other responsibilities such as teaching, research, committee membership, etc.
- Faculty and staff are committed to alumni engagement in full-time roles; this effort is their primary responsibility.
- Faculty supervise staff who manage the alumni strategy.
- No one is able to support.

**SUBMIT**

### Does your university have an official alumni engagement / relations department?

- Yes
- No
- Unsure

**SUBMIT**

**CONTACT US TODAY TO GET STARTED!**

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