

Press Information
Wharton-QS Stars Awards 2014 - Reimagine Education
Promoting Innovation in Higher Education Around the World
Call for Submissions

London, 9 April, 2014 - The Wharton School of the University of Pennsylvania's SEI Center for Advanced Studies in Management and QS Quacquarelli Symonds, publisher of QS World University Rankings, announced today that they are launching the first global competition for the most innovative pedagogical approaches in higher education.

The perfect storm of increasingly demanding young students – as well as the need to offer higher education to learners of all ages and outside of traditional degree programs – along with new technologies, the rising cost of traditional higher education and fierce global competition, calls for new approaches and a profound transformation of the learning experience.

The [“Wharton-QS Stars Awards 2014 - Reimagine Education”](#) provides a great opportunity to promote the latest innovation in e-learning, blended and classroom-based learning around the world. Entries are welcome from any university or enterprise regardless of ethos or structure, public or private, profit or non-profit.

Jerry Wind, Lauder Professor & Director of the SEI Center for Advanced Studies in Management at the Wharton School is passionate about reimagining education. “With the dramatic changes in behavioral patterns of empowered, skeptical young people, combined with innovative technologies in e-learning, we have to ask if the traditional models of teaching are still applicable,” Wind said.

Professor Wind adds: “The time has come to reimagine higher education and to reinvent pedagogical approaches. The purpose of our collaboration with QS, the world's leading university rankings organization, is to leverage the wisdom of informed experts in education – to identify innovation in e-learning and blended learning to enhance the experiences of students around the world and to help produce future leaders in every field of study.”

An independent panel of distinguished judges comprising multidisciplinary e-learning and traditional learning experts around the world will choose the most innovative pedagogical experiments in e-learning, presence learning and blended e-learning in the following categories:

- Arts & Humanities • Engineering & Technology
- Life Sciences & Medicine
- Natural Sciences
- Social Sciences
- Professional and Executive Education
- The overall most innovative pedagogical approach

Pedagogical innovators from all over the world are invited to submit their application at www.reimagine-education.com

The submission deadline is 31st August 2014.

A three-day global conference to showcase all the latest pedagogical innovations in higher education will take place on [8th -10th December in Philadelphia, Pennsylvania](#). The conference will include a networking dinner and a gala dinner award ceremony to celebrate the major breakthroughs of the winning entries.

An e-book of all the leading entries of the global competition will be published in February 2015, alongside the release of the QS World University Ranking by Subjects 2015.

Nunzio Quacquarelli, Managing Director of QS concludes “QS developed the World University Rankings

back in 2003/4 with the mission of shining a light on excellence in research, employability, teaching and internationalisation of world class universities. Whilst many feel we have made great strides in this endeavour, we have long felt that measuring quality in teaching goes beyond the scope of a rankings exercise. QS is partnering with the SEI Center to launch the Wharton-QS Stars Awards 2014 – Reimagine Education, in order to identify faculty genuinely involved in ground breaking innovation in teaching pedagogy. We hope the innovations highlighted by these inaugural awards will be of huge benefit to the next generation of learners.”

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Notes for the Editors

About the Wharton School at the University of Pennsylvania and the SEI Center for Advanced Studies in Management

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 92,000 graduates.

The Wharton SEI Center for Advanced Studies in Management is the world’s first “think tank” for management education. The Wharton SEI Center ensures the relevance of management research and teaching to the evolving needs of business and society in the 21st century by joining with global thought leaders in diverse fields to anticipate the needs of management, identify forces of change, and understand emerging management paradigms. The SEI Center engages in workshops, conferences, and lectures involving senior executives, academic leaders, and students to develop research and educational initiatives to meet the future needs of management.

Professor Jerry (Yoram) Wind

Jerry Wind is the Lauder Professor and Professor of Marketing at The Wharton School; Director of the Wharton SEI Center for Advanced Studies in Management; and Academic Director of the Wharton Fellows program (whartonfellows.com) and the Wharton Future of Advertising Program (wfoa.wharton.upenn.edu). He joined Wharton in 1967 with a doctorate from Stanford. From 1995 to 1997, he led the development of the Wharton globalization strategy. Dr. Wind led the reinvention of the Wharton MBA curriculum (1991-93) and the creation of the Wharton Executive MBA Program (1974). He was founding director of the Joseph H. Lauder Institute and the Wharton International Forum. He has edited top

marketing journals, published over 250 articles and 20 books, and received the four major marketing awards: Buck Weaver, Charles Parlin, Converse, and AMA/Irwin Distinguished Educator Award. As one of the original Legends in Marketing, an 8-volume anthology of his work is forthcoming from Sage. He has consulted with over 100 companies and testifies in intellectual property and antitrust cases. He sits on various advisory boards, is Trustee of the Philadelphia Museum of Art and Chair of its Marketing Committee and Digital Age Committee. His current research focuses on marketing-driven business strategy, the Network Challenge; the future of advertising and marketing; creativity and innovation; and challenging one's mental models.

QS Quacquarelli Symonds

Since 1990, QS has become established as the world's leading network for top careers and education. Producers of the QS World University Rankings, QS's innovative research, events, publications and university solutions provide new ways of bringing universities into contact with the best and brightest students worldwide.

QS Stars

QS Stars is a complementary companion to rankings—a rating system that facilitates the evaluation of universities across a much broader range of criteria and with respect to established thresholds rather than the performance of others. The objectives are to allow institutions to shine, irrespective of their size, shape and mission and to shine a light on excellence that may otherwise remain in the shade. Institutions would need to meet criteria requirements in order to earn the maximum number of points; they are then awarded with their star status -from one to five plus- depending on the number of points achieved through the evaluation. Over 30 criteria contribute towards the overall assessment grouped into several categories: research, employability, teaching, facilities, online/distance learning, internationalisation, innovation, engagement, access, culture and the institution's standing in specialist subjects. To date over 200 institutions around the world have adopted the rating system.

QS World University Rankings

The QS World University Rankings is an annual league table of the top 800 universities in the world and is arguably the best-known and respected ranking of its kind. Compiled by the QS Intelligence Unit in close consultation with an international advisory board of leading academics, the QS World University Rankings is widely referenced by prospective and current students, university professionals and governments worldwide. The purpose of the rankings has been to recognize universities as the multi-faceted organizations they are and to provide a global comparison of their success against the notional mission of remaining or becoming world-class. The rankings are based on four key pillars, research, teaching, employability and internationalization.

QS World University Rankings by Subject

Since 2011 QS has extended the scope of the world's rankings to include the evaluation of 30 individual disciplines. The methodology utilizes adaptive weightings for the four criteria, to take into account the differences among disciplines. The rankings are based on research citations, alongside reputational surveys of over 90,000 academics and graduate employers worldwide.

Nunzio Quacquarelli

Nunzio Quacquarelli, is founder and managing director of QS Quacquarelli Symonds Ltd, a global leading provider of independent information and research on top education and careers. Nunzio took his MBA at The Wharton School in the USA, where he won the Glockner Prize for Management, after gaining an MA at the University of Cambridge. At Wharton, Nunzio also led the team that won the Moot Corp Business Venture Award in 1990, in competition with teams from all the top US and European business schools. Before starting his own business Nunzio worked in strategy consulting in the UK and Italy. A respected journalist on management education and careers, Nunzio has written regularly for key media around the world. He is the Editor of several annual QS research reports including QS TopMBA.com Jobs and Salary Trends Report. Along with John O'Leary, Nunzio also conceived and designed the QS World University Rankings. Committed to QS setting an example in socially responsible leadership, Nunzio has given this reality by establishing the charitable foundation, QS Scholarships which provides scholarships for higher education for young people who have already demonstrated socially responsible leadership.