

**PROPOSAL & OUTLINE FOR THE QS SUBJECT RANKINGS TRACKER**

*Czech University of Life Sciences Prague*  
**(CZU)**

21 September 2020

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## Introduction & Objectives

This proposal and its addenda outline plans to deliver deeper competitive awareness to the client institutions through provision of the QS Analytics service (Rankings Tracker, Academic Reputation Dataset & Employer Reputation Dataset) comparing the subject institution against a chosen selection of its peers.

- Provide an introduction about the QS Intelligence Unit and key personnel
- To outline the QS Analytics service and key benefits/project plan and deliverables/invoicing and costs
- Describe the structure of the QS Analytics service and required peer lists

## About QS Intelligence Unit

The QS Intelligence Unit (QSIU) was formed in 2008 as a distinct and autonomous department in order to meet the increasing public interest for comparative data on universities and organisations, and the growing demand for institutions to develop deeper insight into their competitive environment.

Building on over 20 years of collecting institutional data, beginning with a global survey of MBA employers, our portfolio of research projects include the QS World University Rankings<sup>®</sup>, which has been in existence since 2004.

Keenly committed to the key values of rigorous integrity, undeniable value, and charismatic presentation, QSIU strives to be the most trusted independent source of global intelligence about the higher education sector.

In addition to the research personnel already part of QS, QSIU is expanding its London, Singapore, Bucharest and Mumbai operations to deliver the detailed analysis that is increasingly demanded by many institutions in the market.

### Quick Stats About Us...

**900+** universities in the QS World University Rankings<sup>®</sup>

**522** clients in QSIU's portfolio

**62** countries our clients span

**20** languages spoken in the QSIU offices

**16** years since the QS World University Rankings<sup>®</sup> has been in existence

**Trusted.  
Independent.  
Global**

## Biographies of Key Project Contributors

### Nunzio Quacquarelli

**Founder and managing director of QS Quacquarelli Symonds Ltd.**

Nunzio believes that education and career decisions are too important to leave to chance. QS aims to be the world's leading media and solutions company in the higher education sector - the most trusted on-line and off-line meeting place for all candidates, schools and businesses for career and educational related decisions, at each key career stage; first degree, masters, PhD, MBA and executive development.

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 for Mercer Management Consulting and Bain & Company, in the UK and Italy.

A respected journalist on management education and careers, Nunzio has written regularly for *The Times* for the past seventeen years and is also a contributor to other key media around the world such as *The Guardian* (UK), *Handelsblatt* (Germany), *South China Morning Post* (Hong Kong) and *Corriere della Sera* (Italy). In his journalistic capacity Nunzio has personally interviewed several hundred CEOs, partners and executives of major international corporations.

Committed to QS setting an example in socially responsible leadership, Nunzio has given this reality by establishing the charitable foundation, QS Education Trust, which provides higher education scholarships to young people who have already demonstrated socially responsible leadership. QS Education Trust is funded by the QS Asia Pacific Professional Leaders in Education Conference - an event which, each year, brings together many hundreds of leading educators from around the world to discuss international partnerships and developments.

### Ben Sowter

**Head of Research at QS, leading the QS Intelligence Unit.**

Ben has a BSc in Computer Science from the University of Nottingham, where he was also awarded the Union Prize for outstanding contribution to the student union and served as chairman of the Nottingham University Debating Society.

Upon graduation, Ben spent two sabbatical years, working for the UK national office of international student charity, AIESEC, the latter for which he was elected National President and led his team in successfully increasing operational results for the charity, whilst also consolidating their financial security.

Soon after joining QS, whilst working in a role focused principally on marketing, Ben recognized the great research potential in QS broad range of relationships with employers, educators, applicants, job-seekers and the media and made this a focus of his work.

Ben is fully responsible for the operational management of all major QS research projects and is actively involved in all the collection, compilation and tabulation of all the data that lead to, amongst others, the QS Top MBA Applicant and Recruiter Research and the World University Rankings research since its initial inception in 2004.

Ben is a frequent contributor to the press and his opinion and his expertise is used regularly by major global publications. Ben has travelled to over 40 countries and spoken on his research in over 20. He has personally visited over 30 of the world's top 100 universities amongst countless others and is also a regular on the conference speech circuit. His lectures, seminars, workshops and opinions are highly sought after.

## Subject Rankings Tracker

The QS Subject Rankings Tracker is an analytic tool that will allow you to acquire exclusive data underlying institutions' ranks and scores in up to 46 academic subject areas, and to compare them to the datasets of selected, identified peers from the published range of QS Subject Rankings.

Starting from a minimum of 10 subjects and 15 identified peers, the tool will help user explore and analyze comprehensive data on your institutions' performance in specific subject areas. What's best, you can choose different peers from the published range for each subject area.

The data will be accessible online, and you can download it for bespoke analysis. You can also create your own visualizations and receive prompt, expert support from QS analysts to help you contextualize the information provided to you by the datasets.

### Scope of Work

Drawing on the extensive information collected for the compilation of the QS World University Rankings® by Subject the Subject Rankings Tracker solution compares CZU using particular criteria and methodologies in specific areas against selected peers. Each Tracker contains trend data on ranking positions and is designed to assist client universities to better understand why they are at a particular point in the rankings and what areas they should concentrate on for improvement – both in terms of the indicators directly influencing the rankings and related indirect measures considered to be aspects of university performance.

The principal objective of this project is to provide the subject institution with unique deep insight into their own performance in relation to identified peer institutions, with a view to revealing a best practice and guiding strategy.

### Deliverables

Subject Rankings Tracker - QS will provide a yearly update to CZU for a 3-year period comparing them against the 15 chosen peers. The Tracker will cover the 2020/2021/2022 QS World University Rankings by Subject. The first (initial) Rankings Tracker will be delivered no later than 14 weeks after receipt of the signed proposal and final Peer List. Subsequent Rankings Trackers will be delivered on the anniversary of the 1<sup>st</sup> Tracker delivery date.

The Tracker is intended to provide a high level of flexibility, and it is presented on response-by-response basis. The service will be delivered using Tableau Software, including dynamic tables and visualizations. Only one login per institution will be provided.

## 1. Presentation of the Rankings Tracker

The Rankings Tracker consists of **three modules** which are considered crucial to understanding performance. Each module highlights various aspects of an institution's profile and reveals a deeper insight into performance trajectory for both the client and the selected peer group.



## 2. Modules

### Module 1

#### Subject Performance – Rankings & Scores

This module offers an overall view of institution's strengths and weaknesses in every single subject area you choose compared to selected peers and provides trend data on ranking positions and scores, including information which is not publicly available.

- Rankings evolution
- Score by indicator
- Weighted scores by indicator
- Domestic Average Score
- Indicators performance comparison

### Module 2

#### Research Metrics by Subject

This module gives you with easily-comprehensible insights into your Citations per Paper and H-index performance.

- Scientific papers
- Citations
- Papers and Citations – Rank
- Citations per Paper – Original, Subject Exclusive and Weighted Results
- Research Output
- H-index – Original, Subject Exclusive and Weighted Results

### Module 3

#### Reputation by Subject

This module providing data and analysis of the scores in the Academic and Employer Reputation indicators.

- Original and Adjusted Score by Subject
- Scaled Score
- Rank Evolution
- Academic Reputation Score – Subject vs Subject Area
- Employer Reputation Score – Subject vs Subject Area





## Schedule & Fees

**Subject Rankings Tracker service (15 peers / 3 years) - Prices are in US dollars (\$):**

Year 1	3-year Subject Rankings Tracker service fee	27,500
Year 2	3-year Subject Rankings Tracker service fee	13,750
Year 3	3-year Subject Rankings Tracker service fee	13,750
<b>Total</b>		<b>\$55,000</b>

Optional:

Cost of additional peers: \$10,000 for 10 peers

QS intelligence unit agrees wholeheartedly with the publication of the full text of this Agreement so that this Agreement can be deemed information provided pursuant to Act No. 106/1999 Coll., on Freedom of Access to Information, as amended and Act No. 340/2015 Coll., on register of contracts, as amended.

This Agreement shall come into force on the day when signed by authorized representatives of both parties. This Agreement shall become effective at the moment when published in the Register of Contracts in accordance with Act No. 340/2015 Coll., on Special Conditions for the Effectiveness of Certain Contracts, Publication of these Contracts and the Register of Contracts (Act on the Register of Contracts), as amended. The parties have agreed that performances provided between the parties according to the subject of this Agreement before its effectiveness will be included in the performances under this Agreement on the day of its effectiveness.



**Invoicing schedule USD \$**

**Subject to adjustment if additional services are requested**

Invoice 1 (upon receipt of signed order) -----	<b>\$27,500</b>
Invoice 2 (on the anniversary of the receipt of the invoice 1) -----	<b>\$13,750</b>
Invoice 3 (on the anniversary of the receipt of the invoice 2) -----	<b>\$13,750</b>

*This proposal is valid only for one month.*

## Authorisation

Czech University of Life Sciences Prague (CZU) agrees to the scope of work as outlined on the above proposal dated 21 September 2020. QSIU is directed to proceed with the scheduling as outlined on the proposal.

Authorisation and commencement of above work requires a signed copy of this proposal.

Upon receipt of the signed authorisation and any purchase order numbers QSIU will schedule the work and invoice as per the above schedules.

**This proposal is valid for one month.**

Item		Total Contract Value USD	Contract Duration
QS Subject Rankings Tracker (15 peers / 3 years)	<input type="checkbox"/>	\$55,000	3 years*
<b>Total for QS Subject Rankings Tracker</b> (15 peers/ 3 years)		<b>\$55,000</b>	<b>3 years*</b>



Signed: \_\_\_\_\_

For and on behalf of Czech University of Life Sciences Prague (CZU)

Name & Position: \_\_\_\_\_

**prof. Ing. Petr Sklenička, CSc., rector**

Date: \_\_\_\_\_

01 -10- 2020

Please sign, scan and email your signed authorisation to **Larisa Osipova** on [larisa@qs.com](mailto:larisa@qs.com)

Prověřeno právním odd. ČZU v Praze

## Addendum 1: NON-DISCLOSURE AGREEMENT

Effective the 21st day of September 2020, QS Quacquarelli Symonds Limited ("QS") and Czech University of Life Sciences Prague (CZU) ("CZU") agree as follows:

1. In connection with the possible interest of the parties in discussing and evaluating potential business transactions, it may be necessary or appropriate for either party to disclose to the other specifications, drawings, data, computer programs, software, marketing and financial or other technical and business information, in whatever form, which the disclosing party considers proprietary ("Information") relating to potential business dealings concerning the desire of the parties to explore and discuss the possibility of working in concert to further their respective business purposes.
2. If the Information is provided in a tangible form, it shall be clearly marked as confidential, or proprietary. If the Information is provided orally, it will be considered confidential and proprietary if it is represented to be confidential or proprietary at the time of disclosure and summarized in a writing provided to the other party within ten (10) days of the oral disclosure, which writing shall be clearly marked as confidential or proprietary.
3. With respect to Information provided under or in contemplation of this agreement ("Agreement"), the receiving party shall: (a) hold the Information in confidence using the same degree of care as it normally exercises to protect its own proprietary Information, (b) restrict disclosure and use of the Information solely to those employees (including any contract employees or third party consultants and/or attorneys) of such party with a "need to know", and not disclose it to any other parties, (c) advise those employees and consultants of their obligations with respect to the Information, (d) not copy, duplicate, reverse engineer or decompile anything provided hereunder, and (e) use the information only for evaluation purposes.
4. The receiving party shall have no obligations to preserve the proprietary nature of any Information which: (a) was previously known to the receiving party free of any obligation to keep it confidential, or (b) is or becomes publicly available, by other than unauthorized disclosure, or (c) is independently developed by the receiving party, or (d) is disclosed to third parties by the disclosing party without restriction, or (e) is received from a third party whose disclosure would not violate any confidentiality obligation, however, such Information shall not be disclosed until thirty (30) days after written notice is given to the disclosing party along with the asserted grounds for disclosure
5. The Information shall be deemed the property of the disclosing party and, upon request, the receiving party will return all Information in tangible form or destroy all such Information and certify such destruction in writing.
6. Nothing in this Agreement or in any disclosure of Information hereunder shall be construed as (a) granting or conferring any rights by license or otherwise in any Information, (b) creating warranties or representations of any kind in connection with the Information, (c) constituting or implying any representation or commitment as to the development or availability of commercial products, features or services, (d) constituting or implying any announcement of products, services, features, delivery or any other commercial factor, (e) soliciting any business or organizational changes or incurring any obligations of any kind not specified herein, or (f) prohibiting either party from proceeding independently to develop services or product competitive with those involved herein and/or associating themselves with competitors of the other party for purposes substantially similar to those involved herein.
7. This Agreement may not be assigned by either party without the prior written consent of the other, except by QS to its affiliates, and any such purported assignment shall be void.
8. All obligations undertaken hereunder shall survive any termination of this Agreement. If this Agreement is or becomes ancillary to another contract this Agreement shall be deemed incorporated therein by reference unless such contract explicitly provides otherwise with specific reference to this Agreement;

thereupon, each party shall be permitted to use any Information disclosed hereunder to the extent necessary for its performance under such other contract. Subject to Paragraph 9 below, the obligations hereunder shall in all other respects survive the termination of such other contract.

9. This Agreement may be terminated by either party upon thirty (30) days prior written notice to the other. The obligation to protect the confidentiality of Information received prior to such termination shall survive for a period of three (3) years from the date(s) of respective disclosures made hereunder. Neither this Agreement nor any prior or subsequent oral statements by either party constitutes or creates, and shall not constitute or create, any legally binding or enforceable obligation on the part of any party to this Agreement other than as provided by this Agreement. Except as set forth in this Agreement, no further legally binding obligation shall arise except by the execution and delivery of an agreement containing such terms and conditions of the proposed transaction as shall have been agreed upon by the parties, and then only in accordance with the terms and conditions of such agreement. Such agreement shall be subject to approval of the Board of Directors of both parties by means of signature of a member of the Board of Directors or an executive officer. Both parties herewith agree that in a situation where one of the parties decides, regardless the moment or the reason of such decision, not to continue the negotiations of the agreement no legally binding or enforceable obligation shall arise to reimburse the other party for any fees, expenses, costs or damages.
10. This Agreement supersedes any prior oral or written understandings and constitutes the entire Agreement between the parties with respect to its subject matter; and no modification, amendment or waiver thereof shall be effective unless in writing and signed by both parties.
11. Regardless of the place of physical execution of this Agreement, or of its delivery, this Agreement shall be treated as though executed within England and Wales (the "Governing State") and shall be governed and interpreted according to the laws of that country or state; and the parties irrevocably submit to the jurisdiction of the courts of the Governing State with respect to all disputes or matters arising out of or pertaining to this Agreement.
12. Each party intends the facsimile of its signature printed by a receiving fax machine to be an original signature.

prof. Ing. Petr Sklenička, Sc., rector

Czech University of Life Sciences Prague (CZU)

Date: 01-10-2020