BEST UNIVERSITIES FOR DIGITAL LEARNING

METHODOLOGY

Global and specific tables by subjects are based on a scoring system combining 2 sets of results: the point of view of the market through a field survey undertaken by Trendence (www.trendence.com) and the objective and detailed data on innovative companies and the people behind it, provided by Crunchbase (www.crunchbase.com).

The point of view of the corporate sector:

Field survey produced by Emerging and conducted by Trendence (www.trendence.com) in two waves from 01.11.2020 to 05.01.2021

Sample: 3400 participants in 9 countries: US, UK, Germany, Spain, France, China, India, Sweden, and Japan
- 1200 IT corporate executives
- 1100 Start-up executives
- 1100 Young digital professionals (max 5 years professional activity)

Votes: each participant could choose as many as 10 institutions and vote in 6 categories:
- Top computer degrees
- Top data science and AI degrees
- Top digital training formats
- Top digital entrepreneurship programs including incubators
- Top online professional training and executive programs
- Top institutions with the most innovative learning formats

Base: 1000 eligible HE institutions proposed by Emerging

The data from the market:

Sample: 10,000 top executives ordered by Crunchbase Rank with the following parameters:
- Current job position: C suite (CEO, CTO, CFO,...), President, Founder, co Founder
- Current company industry: Software, Information Technology, Internet Services, Data and Analytics, Science and Engineering, Artificial Intelligence, Apps Mobile
- Financial Services, Hardware, Design, Advertising, Consumer Electronics
- School attended: is not Blank
- School Headquarter location is: North America (3000), Latin America (1500), Asia Oceania (2500), Europe (2500), Africa (500)

Source: information extracted by subjects: name of university, type of studies, type of digital project management, company or job location...

BEST GLOBAL UNIVERSITIES FOR DIGITAL LEARNING 2021

Identifies the HE champions in all categories providing digital skills across the board

Methodology: Top institutions identified by professionals per category during the survey combined with the 10,000 top executive’s higher education data.

Trendence Survey: Ranking of universities based on their share (%) of the total number of votes

Crunchbase Database:
- List of 150 universities ranked by the number of their alumni present amongst the 10,000 top executives sampled
- Share (%) of alumni of the university in the total number of managers

Percentages were summed up and ranked decreasingly in order to produce the top 150 best global universities for digital learning.

BEST 30 UNIVERSITIES BY CATEGORIES

Identifies the HE champions in one or more of the following fields:
- Best 30 for Computer Degrees
- Best 30 for Data & AI Degrees
- Best 30 for Digital Entrepreneurship Programs
- Best 30 for Online Training Programs & Degrees
- Best 30 institutions for Digital Management Programs

Methodology: top institutions per category identified by professionals during the survey combined with the 10,000 top executives HE data
TOP 30 WORD’S DIGITAL HIGHER EDUCATION HUBS

Identifies the locations around the world where universities and companies have formed dynamic digital clusters. The digital hubs podium called « Best locations for digital skills and jobs » draws the current map of the top HE digital hubs which are the most attractive places to study and engage in a digital career.

Methodology: combination of two sets of data:

**Trendence survey:** Location of top voted universities in the main ranking

**Crunchbase database**
- Location (cities) of universities in the TOP 150
- Location of universities attended by the top executives
- Location of companies employing these executives

**Calculation method:** percentage of each entry (number of universities in each data set from both sources that corresponds to each filter /total number of universities) - Percentages for each source were added and ranked decreasingly

**About Us:**
Emerging is a HR consultancy specialising in corporate and higher education institutions relations, bringing a deep understanding of higher education markets. Their experts work side-by-side with senior leaders from the world’s top organisations to turn analysis into implementation and lasting employability impact. Emerging has two specialized subsidiaries, Emerging Skills and Emerging Data.

Emerging has produced the ‘Global Employability University Ranking’ since 2010, and has launched the ‘Digital Leaders Ranking’ for the first time in 2021, a set of universities rankings and tables covering the full scope of digital Higher Education challenges worldwide. All rankings can be combined or feature as separate contents. They allow to track changes and evolutions annually.

**About Trendence:**
Trendence Institut GmbH is an independent consulting and market research company standing for data-driven employer branding and recruitment for 21 years. Trendence knows the career plans and preferred employers of applicants and helps employers to understand the needs of their target group.

By means of its data and insights, Trendence Institute supports employers in upcoming strategic and operative decisions regarding the areas of employer branding, personnel marketing and recruiting.

https://www.trendence.com

**About Crunchbase**
Crunchbase helps you discover innovative companies and the people behind them.
https://www.crunchbase.com

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