

QS Rankings place Tec in Top 30 worldwide for Marketing and Business



[Tec de Monterrey](#) is among the **top 30 universities in the world** in the subjects of **Marketing and Business**, according to the [QS World University Rankings by Subject 2023](#).

The institution stood out in a total of **23 subjects**, with worldwide prominence in the number of citations generated by scientific papers, number of responses to surveys, and academic programs offered.

*“Our high impact **research and education** encourages the development of communities and the construction of a fairer, more prosperous, and sustainable society,”* said [Juan Pablo Murra](#), Rector for Higher Education at Tec de Monterrey.

*“These results in the **QS World University Rankings by Subject 2023** reflect the commitment and leadership of our professors, researchers, academic leaders, deans, and Tecnológico de Monterrey itself,”* he added.



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Outstanding subjects at the Tec

The subjects in which the institution stood out the most are as follows:

- **Marketing** (20th place)
- **Business & Management Studies** (24th place)
- **Computer Science & Information Systems** (87th place)
- **Accounting & Finance** (88th place)

This year's **QS World University Rankings by Subject** evaluated **1,594 universities**.

These results came from reviewing more than **16.4 million published papers**, based on data from [Scopus](#) and 117.8 million citations.

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Subjects by schools

Tec de Monterrey has one subject in the top 20, another in the top 30, three in the top 50, and 10 in the top 150 across its five Schools.

School of Business

- Top 20: Marketing
- Top 30: Business & Management Studies
- Top 100: Accounting & Finance

School of Architecture, Art & Design

- Top 100: Art & Design
- Top 150: Architecture - Built Environment

School of Engineering & Sciences

- Top 100: Computer Science & Information Systems
- Top 150: Mechanical, Aeronautic & Manufacturing Engineering
- Top 150: Electrical & Electronic Engineering
- Top 150: Civil & Structural Engineering

School of Social Sciences & Government

- Top 150: Economics & Econometrics
- Top 150: Social Policy & Administration
- Top 150: Law

School of Humanities & Education

- Top 150: Education
- Top 150: Modern Languages
- Top 150: Communication & Media Studies



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Tec is number one in Mexico

According to the **QS World University Rankings by Subject 2023**, Tec de Monterrey holds first place in Mexico for 7 subjects:

- Marketing
- Business & Management Studies
- Accounting & Finance
- Computer Science & Information Systems
- Agriculture & Forestry Sciences
- Economics & Econometrics
- Mechanical, Aeronautic & Manufacturing Engineering

How universities are evaluated

These rankings have been performed since 2011, among others produced by prestigious British evaluation firm [QS Quacquarelli Symonds Limited](#).

This year, the **QS World University Rankings by Subject** evaluated 54 disciplines grouped within 5 broad subject areas.

These 5 subject areas are: **Arts & Humanities, Engineering & Technology, Life Sciences & Medicine, Natural Sciences, and Social Sciences & Management.**

The methodology for evaluating the five areas also includes five indicators: **Academic Reputation, Employer Reputation, Research Citations per Paper, H-index, and International Research Network.**

Three new disciplines have been included this year: **History of Art, Data Science & Artificial Intelligence, and Marketing.**

Other rankings published by QS include:

- QS World University Rankings
- QS Best Student Cities
- QS Regional rankings: Arab Region, Asia, BRICS, EECA & Latin America
- QS World University Rankings: Sustainability

Consult these [rankings here](#).

Tec de Monterrey Schools stand out in the QS World University Rankings by Subject 2023

Business

TOP **20** • Marketing

TOP **30** • Business & Management Studies

TOP **100** • Accounting & Finance

Engineering & Sciences

TOP **100** • Computer Science & Information Systems

TOP **150** • Engineering - Mechanical, Aeronautical & Manufacturing
• Engineering - Electrical & Electronic
• Engineering - Civil & Structural

Architecture, Art & Design

TOP **100** • Art & Design

TOP **150** • Architecture - Built Environment

Social Sciences & Government

TOP **150** • Economics & Econometrics
• Social Policy & Administration

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