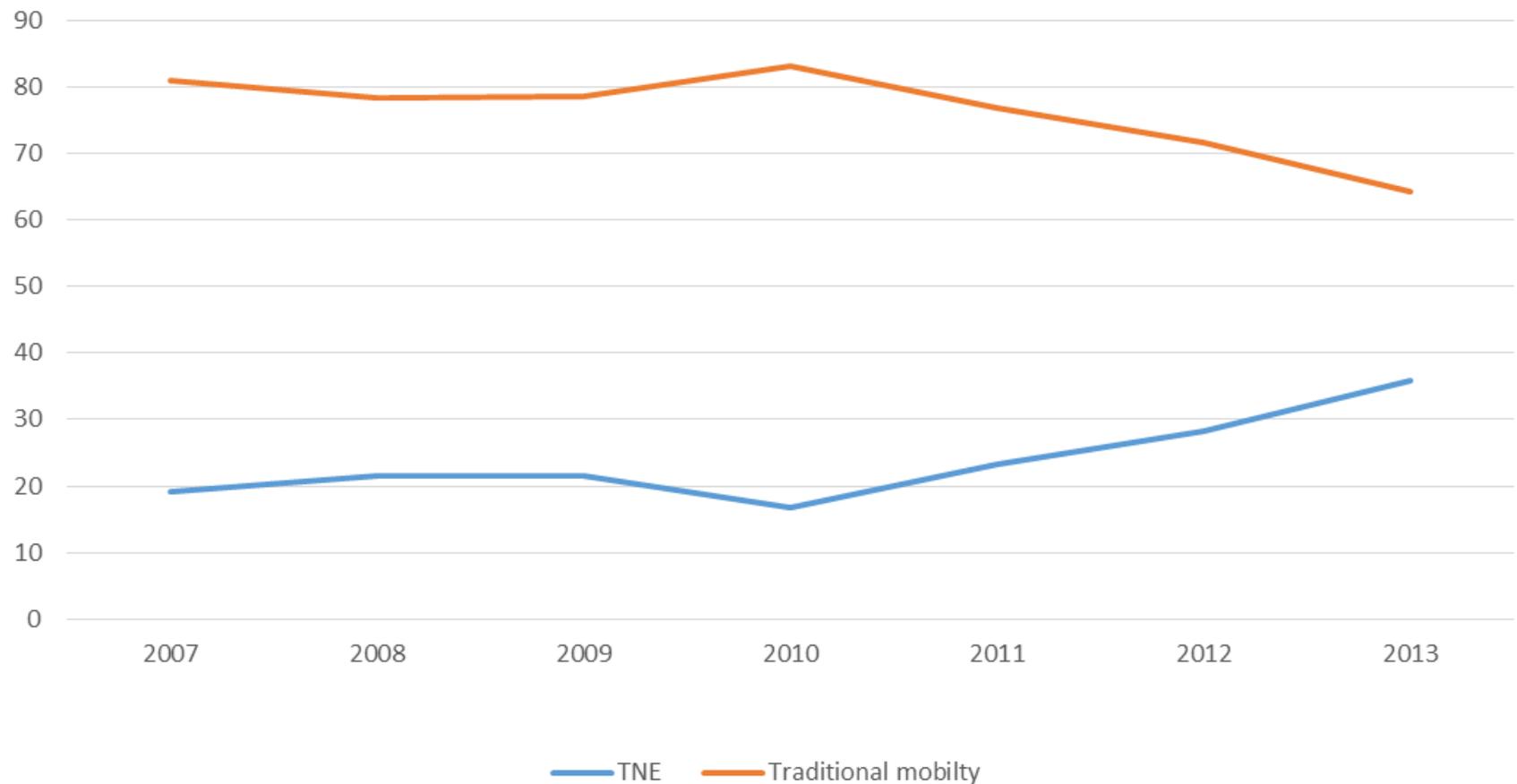


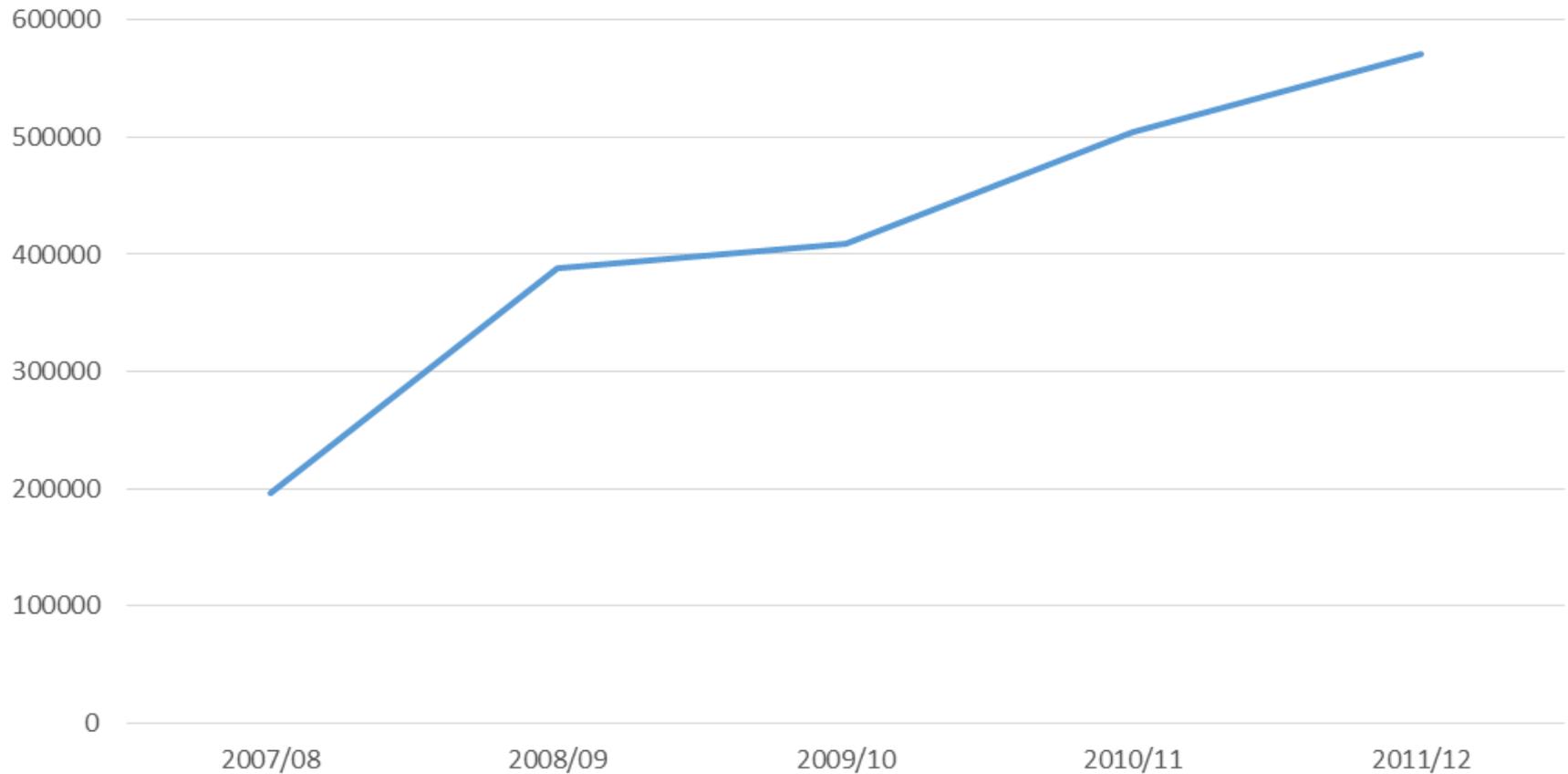
Transnational Education: The student experience

Elizabeth Shepherd
British Council, Education Intelligence

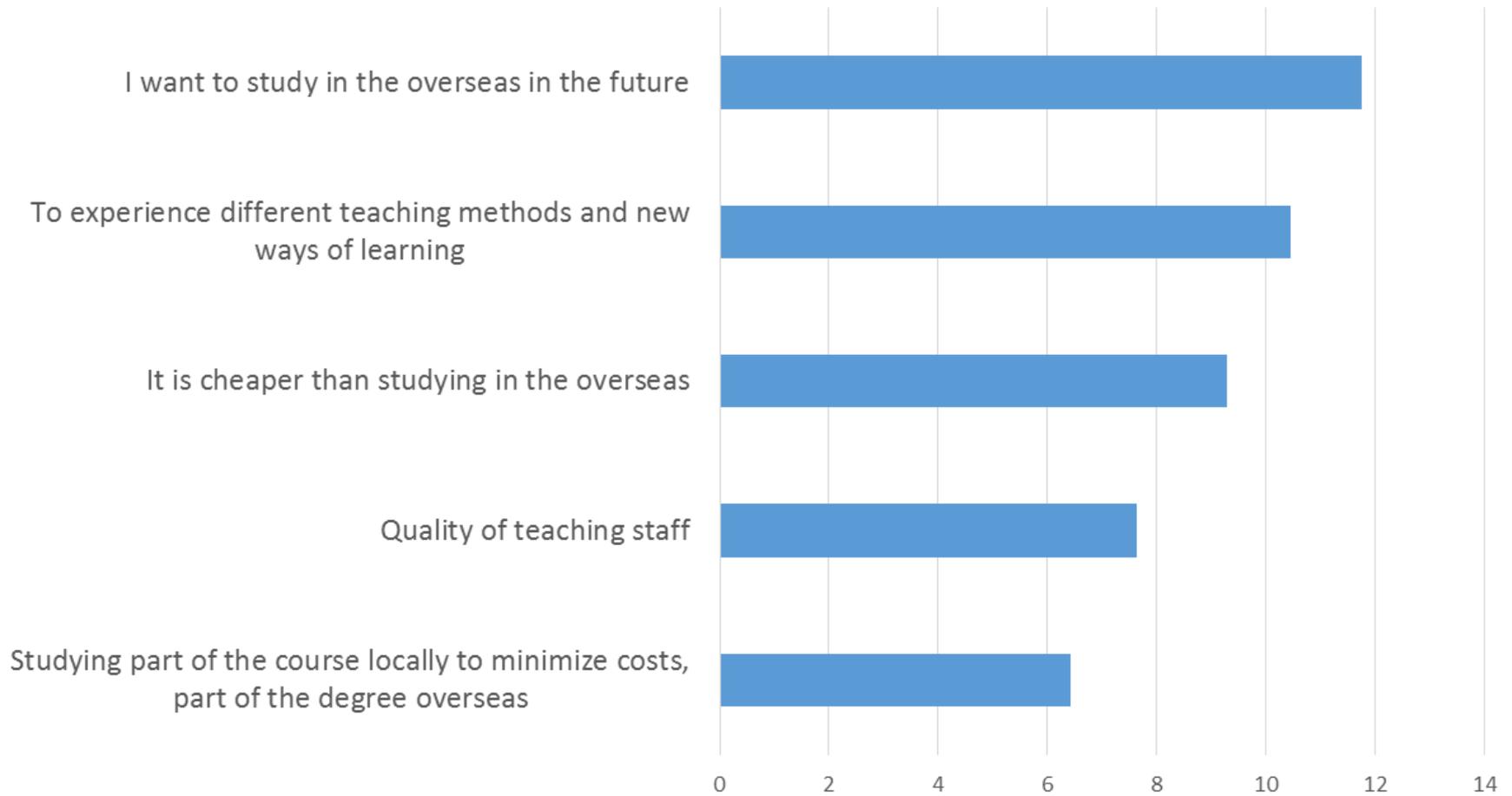
Student Insight - Global demand for TNE 2007 - 2013



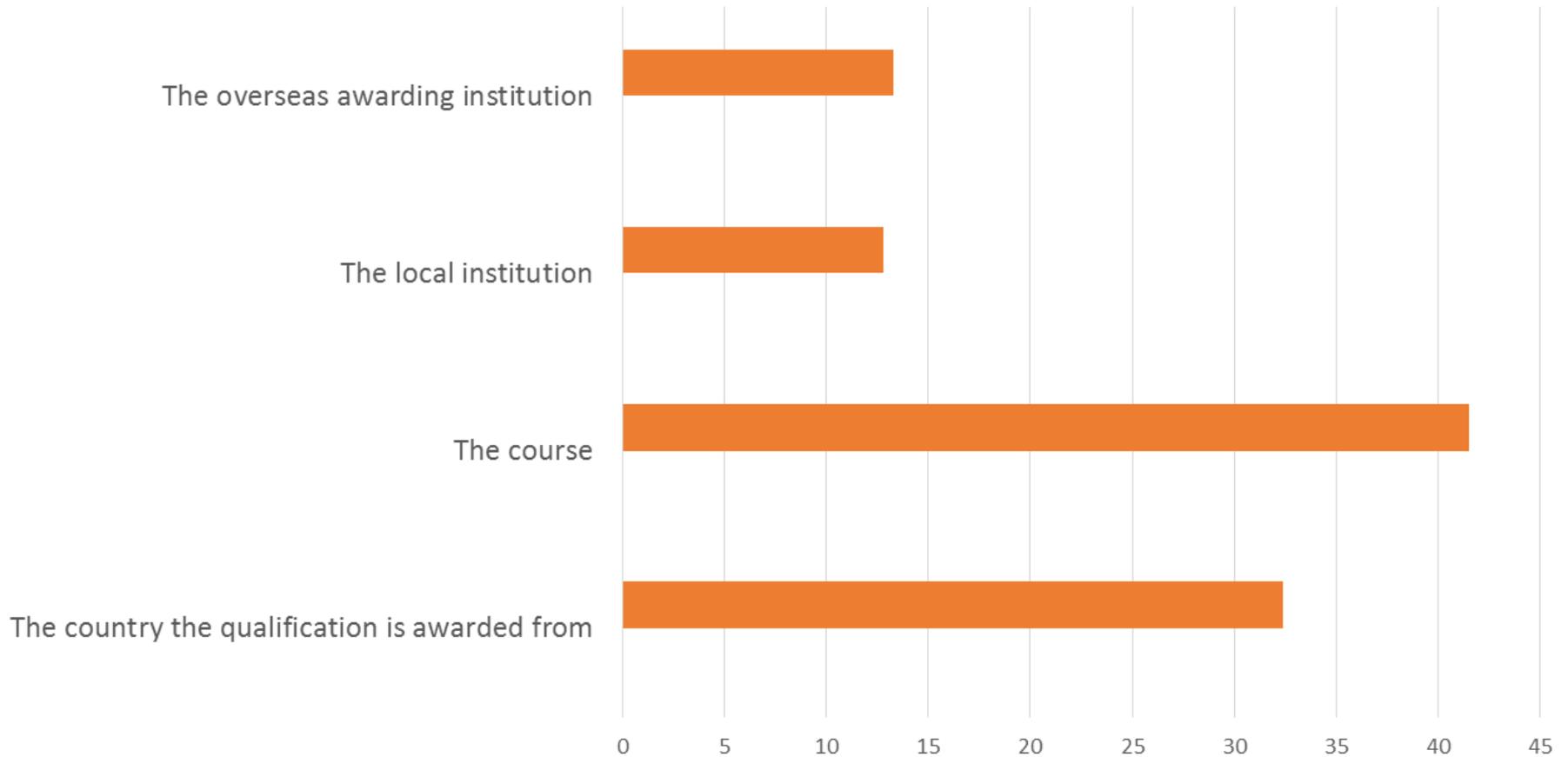
HESA - Number of Students 2007/08 - 2011/12



Student Insight - Most important factor about your TNE course



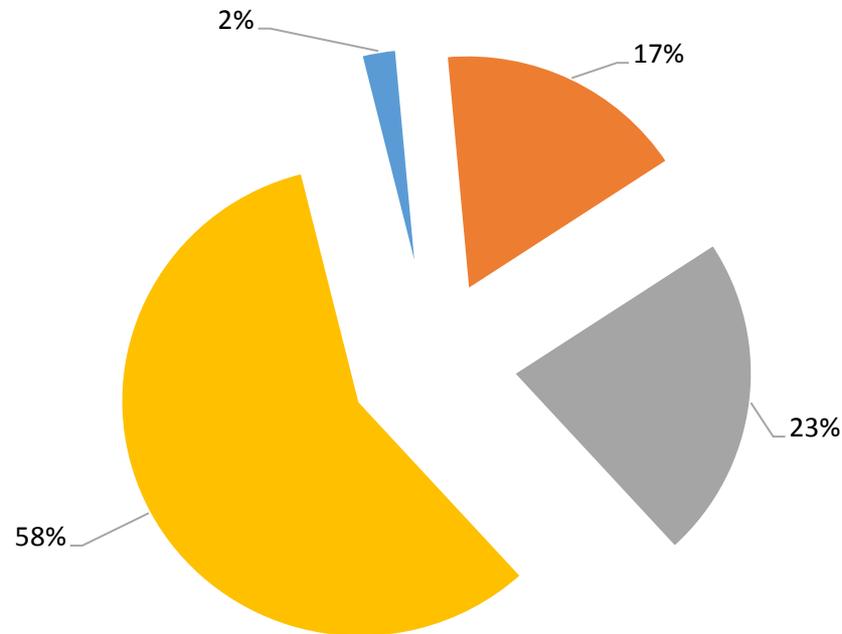
Student Insight - Which element of your TNE programme did you choose first?



The Students' Expectations

- Course choice more important than institution reputation
- Different teaching methods and new ways of learning
- Quality teaching staff
- Quality learning materials
- Creating opportunities for future learning
- Creating opportunities for future employment
- Management of student expectations

UK off shore provision 2010/11 - modes of teaching



- Studying overseas for UK HEI award at overseas campus
- Studying overseas for UK HEI award other than at an overseas campus
- Distance, flexible and distributed learning for UK HEI award where the location of the student is known to be overseas
- Registered at overseas partner organisation

The Students' Experience

- Time commitment and degree of flexibility is crucial
- An element of face to face learning is essential
- Networking/ professional development opportunities
- Learning materials seen as priority
- Student engagement and voice lacking
- Sense of belonging/ identity of 'home' institution lost
- Poor language proficiency and opportunities for development
- Relevance of teaching qualification to employers key

How can Experience realise Expectations

- Understand and acknowledge expectations and context of student body
- Capitalise on diversity of student population and location
- Go beyond 'replica' of 'home university'
- Celebrate 'hybrid identity'
- Different not less valuable
- Identify the value of student experience
- Give students a voice