



**UNIVERSITY
OF LONDON**

**INTERNATIONAL
PROGRAMMES**

Models of transnational education

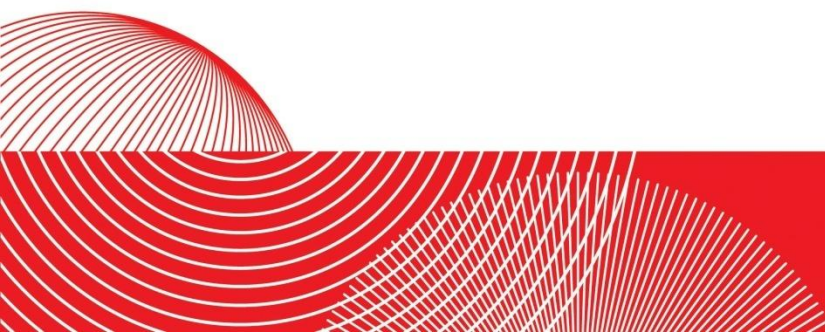
*The University of London International
Programmes*

Worldwide Access | Opportunity | International Reputation



Our history

1836 1858 1865 1873 1885 1899 1929 1942 1963 1983 1987 1992 2007 2008 2010



UNIVERSITY OF LONDON

INTERNATIONAL PROGRAMMES

A federation of 19 Colleges and a number of specialist research Institutes



UNIVERSITY OF LONDON



in collaboration with
12 Lead Colleges



Product of the collaboration



UNIVERSITY OF LONDON
INTERNATIONAL PROGRAMMES



How the collaboration works



UNIVERSITY OF LONDON | **INTERNATIONAL PROGRAMMES**

① Our **vision** is of a world in which a life-changing high quality university education is available to all who could benefit.

② Our **mission** is to provide worldwide access to the internationally-renowned programmes and awards of the University of London and its Colleges.

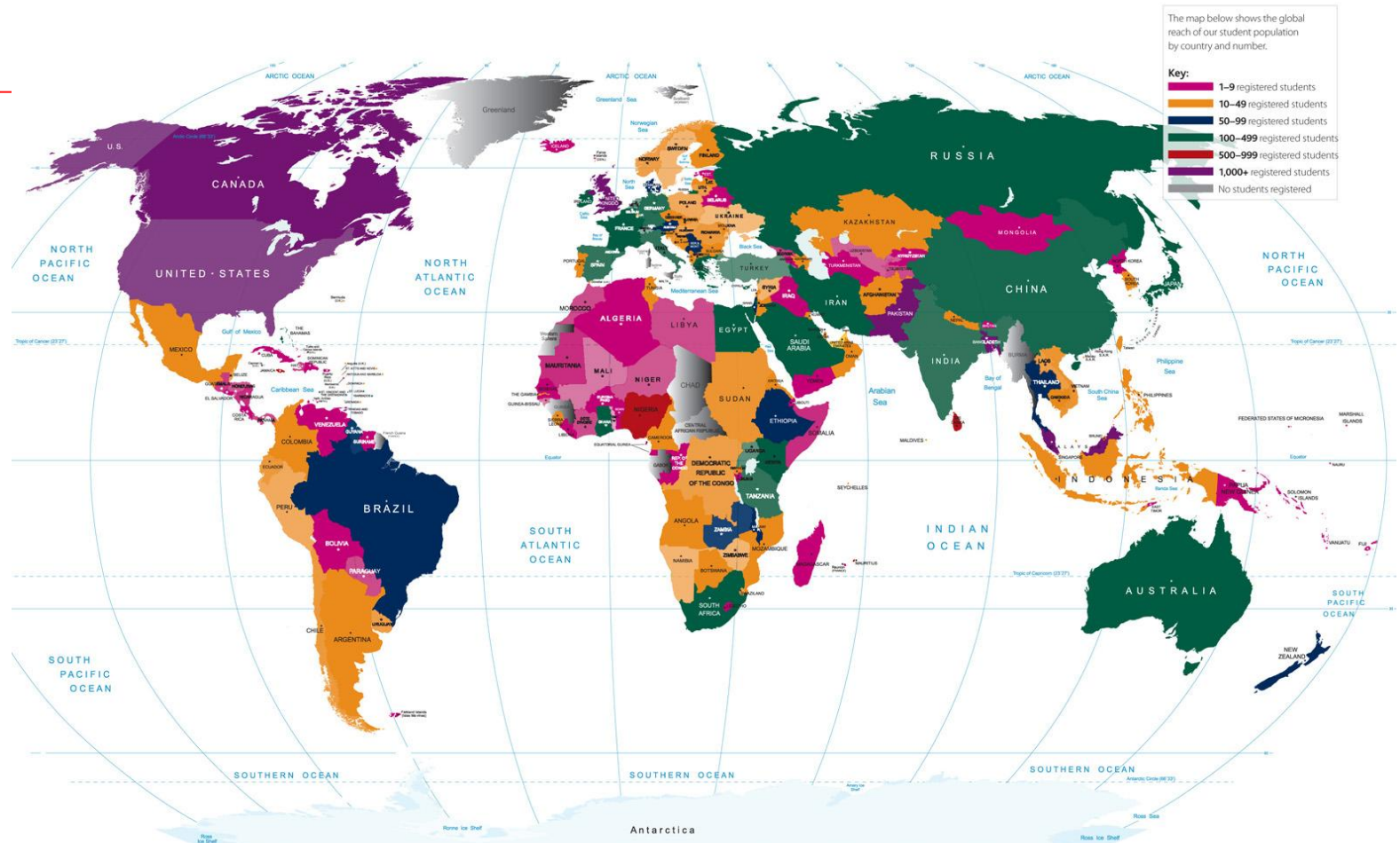
Worldwide Access, Opportunity, International Reputation



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We have students in 180 countries



the total number of students has increased by over 50% this decade

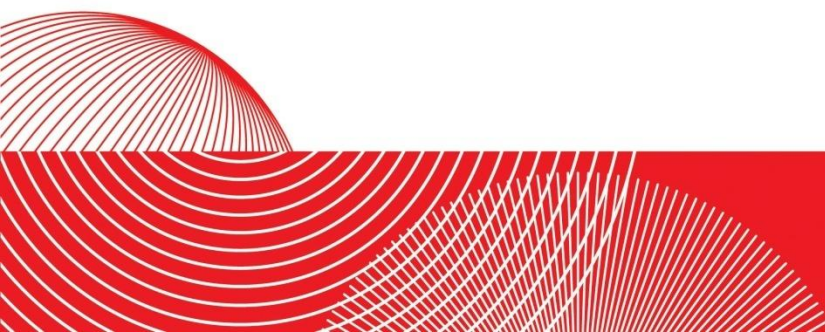




Our students and alumni : some traditional; some mobile some on a second chance....



And two modes of study



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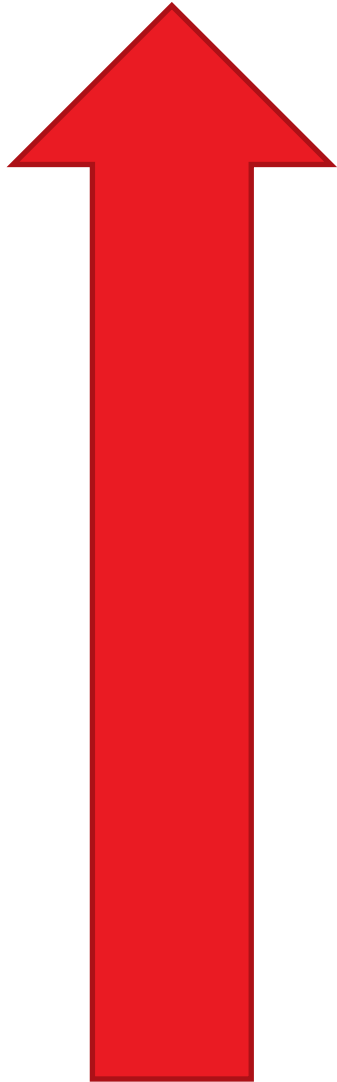
A diverse and rich network of independent teaching institutions



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Deconstructing the student lifecycle



Components

Summative assessment

Formative assessment

Teaching

Pastoral care

Library access

Core study materials

Supplementary study materials

Curriculum

Admissions

Marketing



Supported model – locus of activity

Home	Link
Summative assessment	
	Formative assessment
	Teaching
	Pastoral care
Library access	Library access
Core study materials	
	Supplementary study materials
Curriculum	
Admissions	
Marketing - Brand	Marketing - Local



Validation model – locus of activity

Home	Link
	Summative assessment
	Formative assessment
	Teaching
	Pastoral care
	Library access
	Core study materials
	Supplementary study materials
	Curriculum
	Admissions
Marketing – Brand	Marketing - Local



Franchise model – locus of activity

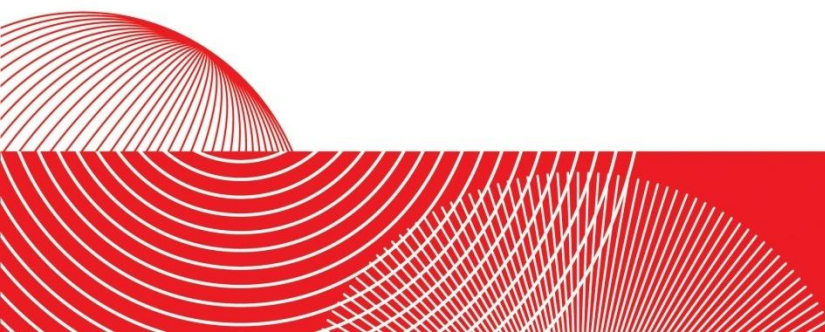
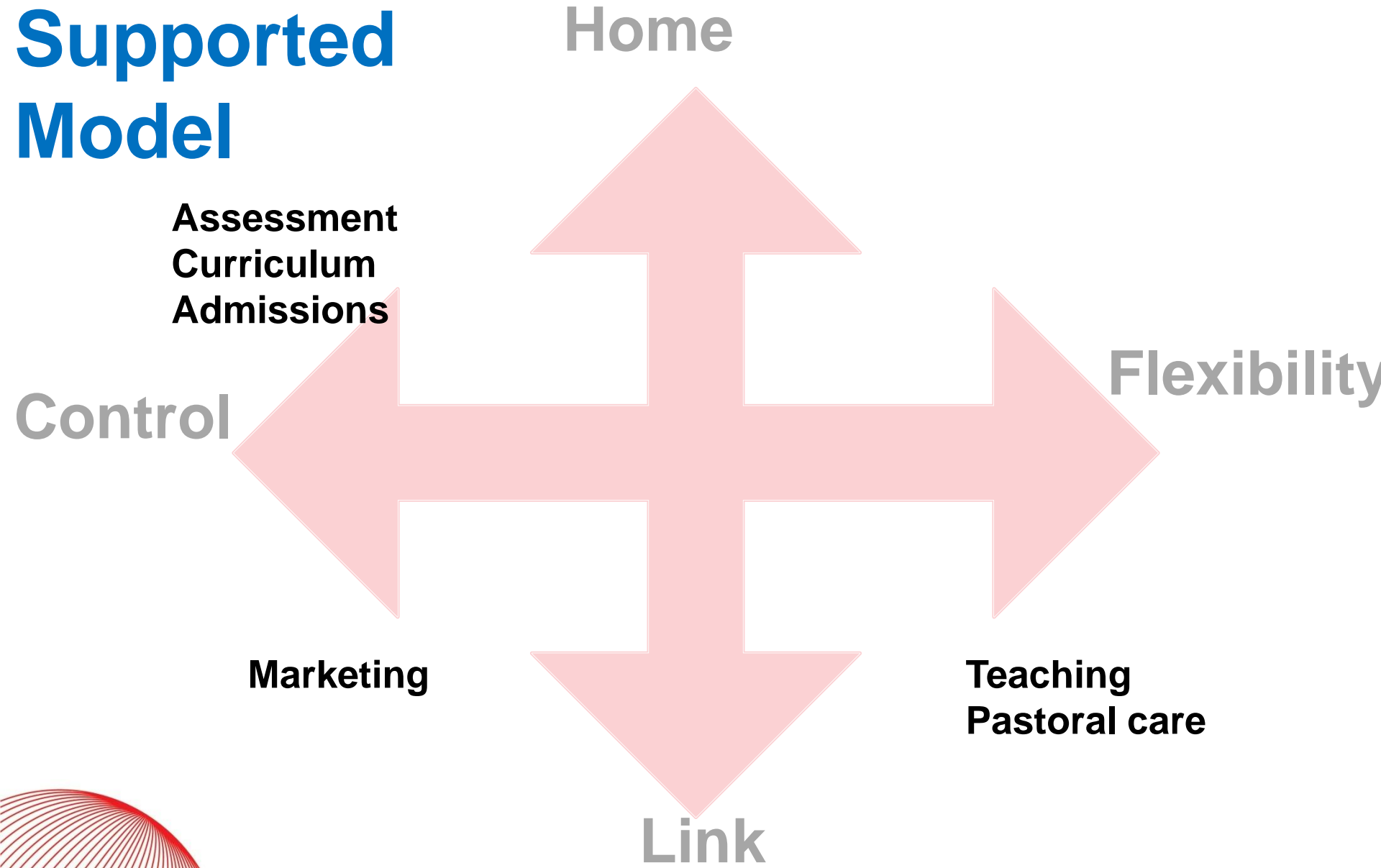
Home	Link
	Summative assessment
	Formative assessment
	Teaching
	Pastoral care
Library access	Library access
Core study materials	
	Supplementary study materials
Curriculum	
	Admissions
Marketing - Brand	Marketing - Local



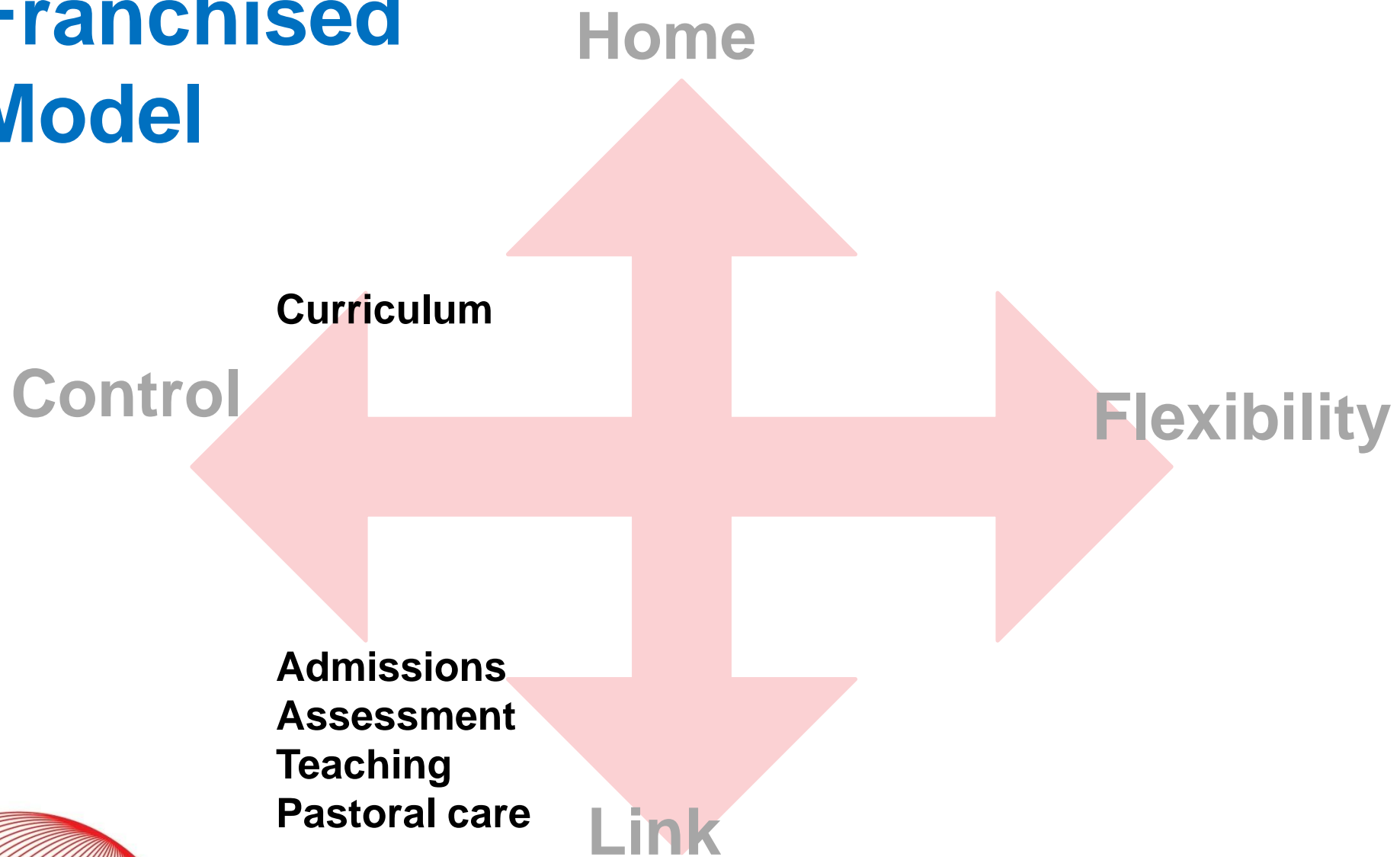
	Validation	Franchise	Supported	Campus
Marketing	Link	Link	Shared	Home
Admissions	Link	Link	Home	Home
Curriculum	Link	Home	Home	Home
Teaching	Link	Link and visiting	Link	Home
Pastoral care	Link	Link	Link	Home
Library access	Link	Both	Both	Home
Core materials	Link	Either	Home	Home
Supplementary materials	Link	Both	Both	Home
Formative assessment	Link	Link	Link	Home
Summative assessment	Link	Link	Home	Home



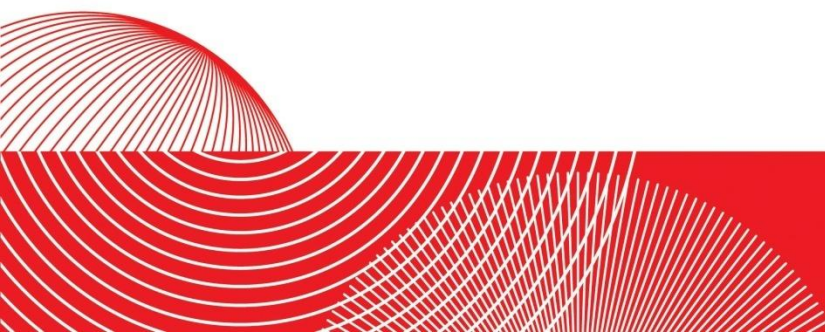
Supported Model



Franchised Model



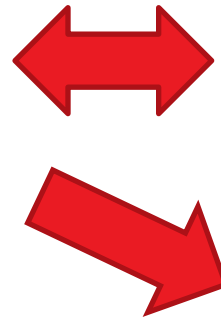
	Validation	Franchise	Supported	Campus
Reputation risk	High	Medium	Low	Low
Financial risk	Low	Medium	Medium	High
Control exerted	Low	Medium	High	High
Institutional relationship	Adoptive Parent	Parent - child	Diverse	Clone
Market responsiveness	High	Medium	Low	High



Institutional relationship

Home
institution

Degree
awarding



Link
institution

Degree
awarding

Non-degree
awarding

Joint
Dual

Supported

Franchise
Validation



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Singapore Institute of Management

- a 25 year relationship with over 10,000 University of London International Programme students and 117 first class awards this year



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Thank you

Tim.gore@london.ac.uk



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