International Branch Campuses: Trends and Developments, 2016

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1. Definition and numbers
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IBC Definition

“an entity that is owned, at least in part, by a foreign education provider; operated in the name of the foreign education provider; and provides an entire academic program, substantially on site, leading to a degree awarded by the foreign education provider.”

Total IBCs

At the end of 2015, the number of international branch campuses worldwide hit 249, up 26% since the end of 2010.
Steady Growth and new Student Enrollment Milestone

- **Steady Growth**: From 2011-2015, 66 IBCs were founded, compared to 67 from 2006-2010.

- **Where?** Since 2011, China (16), Malaysia (5), South Korea (3), Mauritius (3).

- **Student Enrollment Milestone**: At the end of 2015, an estimated 180,000 students worldwide were enrolled in IBCs, as defined in this report.
United States continues to lead IBC Home Country growth; UK exhibits steady growth
Host Countries

IBC concentration in small number of host countries

- China: 32
- UAE: 31
- Singapore: 12
- Malaysia: 12
- Qatar: 11
China emerges as leader in IBCs

IBC growth by host country

- China
- UAE
- Singapore
- Malaysia
- Qatar
- South Korea
- Mauritius

2005 2010 2015
IBC Rationales

• Internationalization
• Revenue
• Status
• Enhancing connections

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IBC Rationales

- Mission
- Cost/Sustainability
- Reputation
- Academic freedom
- Champion loses interest

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Host Country Rationales

- Enhancing economic competitiveness
- Raising awareness/status of the nation’s education system
- Leveraging soft power
Quality Assurance

• External
  • Regulated as local, quasi-local, or foreign institution
  • Transnational oversight

• Internal
  • Managing at a distance
  • Managing in a different culture
  • Autonomy
  • Academic Freedom
IBC Models

• Wholly Owned
• Joint venture
• Strategic alliance

• Government partners
• Educational partners
• Private Partners
Other CBHE Models

• Non-degree programs
• Distance learning sites
• Subsidiary campuses
• Consortia and Partnerships
• Multi-state institutions
• New institutions
International branch campus?

- Majority of TNE
- Program Only
- Narrow

- Majority of IBCs
- Significant

- Most Ambitious IBCs
- Parity

- Vision?
- Future Examples?

- IBC
- Post-IBC

- Flipped or Independence

- Replication

- Institutional Transformation

- Minimum

- Maximum
IBC scale not only a function of time

Figure 14: IBC student enrollments and foundation year
Thanks!

The full report is free to Observatory members and available for purchase for non-members. For more information please email info@obhe.org.

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