

The International Branch Campus – Models and Trends

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This presentation

- Definition and rationales
- Scale and provision
- Models for branch campus establishments
- Trends and future scenarios

Definition and Rationales

- Definition of branch campus:
 - Establishment operated in the name of the home institution
 - Students are awarded a qualification from the home institution
- Rationales for establishment: full control over provision, competitive edge in increasingly competitive TNE market, opportunities for external funding, regulations

Scale and provision

- Scale
- Main exporters and importers
- Provision; subject areas, level, facilities, enrolments

Models for branch campus establishment

- Model A: Wholly funded by the institution
- Model B: External funding
 - Primarily from the government in the host country
 - From organisations in the host or the home country
- Model C: Facilities provided

Trends and Future Scenarios

- Increasing number of branch campus establishments (partly due to the changes in the transnational education market, such as increased competition, regulation and funding opportunities)
- Increased focus and awareness of risks and opportunities associated with these
- However, this type of provision is not likely to become the dominant type of delivery in the foreseeable future

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