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
Thank you for your attention