



The OBSERVATORY
on borderless higher education

International Branch Campuses: Motivations, Opportunities & Challenges

Going Global 4

26 March 2010

Veronica Lasanowski
Senior Research Officer

The Observatory on Borderless Higher Education

● ● ● | 'International Branch Campus'

- An offshore operation by an HEI
- HEI operates unit itself or does so through a joint-venture in which the institution is a partner acting in the name of the foreign institution
- Traditional branch campus substantial physical presence



Trends & Motivations: Source Countries

- Historically, Anglophone countries dominate
- Of 162 branch campuses (2009):
 - US – 78 campuses, 48% share;
 - Australia – 14 campuses, 9% share;
 - UK – 13 campuses, 8% share
- France, India, Mexico, Netherlands, Malaysia, Canada, Ireland active



Developments & Trends: Source Countries

- 51% of all branch campus provision is **North-to-South**
- Motivations include:
 - Income;
 - Higher institutional visibility;
 - New academic opportunities





Developments & Trends: Source Countries

- **South-to-South** provision now 16% of all branch campus provision
- Growing due to:
 - Quality improvements;
 - Ambition;
 - Contextual relevance



Developments & Trends: Host Countries

- Historically dominant host regions – Middle East, Asia
- Of 162 branch campuses (2009):
 - UAE – 40 campuses, 25% share;
 - China – 15 campuses, 9% share;
 - Singapore – 12 campuses, 7% share;
 - Qatar – 9 campuses, 6% share



Developments & Trends: Host Countries

- Large majority of host countries have only 1 or 2 international branch campuses
- General motivations include:
 - Capacity-building;
 - Reversing 'brain drain' outflow;
 - Technology & innovation transfer





The OBSERVATORY
on borderless higher education

- International Branch Campuses:
Markets & Strategies (2009)
- The International Branch Campus -
Models and Trends (2006)
- International Branch Campuses:
Scale & Significance (2002)

