



SERVICES FOR
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EDUCATION
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CONFERENCE 2017

TNE in Action:
Strategic Application of *The Shape of Global Higher Education*

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Sponsored by



Session speakers

Chair: Emma Frearson Emmanuel, Swansea University – Associate Director Global Advancement

Case Studies:

Peter Clack, University of Birmingham – Director of International Relations

Dr. Angelos Stefanidis, Bournemouth University – Associate Dean of Global Engagement

TNE Research: Michael Peak, British Council – Senior Adviser Research, Education & Society

Workshop: Celia Partridge, UUK International – Assistant Director of Partnerships & Mobility



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TNE in Action – Case Study

Peter Clack
Director of International Relations





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University of Birmingham – why an overseas campus

Strategic global ambition
Ongoing income and growth diversification
Extending reach and reputation



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University of Birmingham – why Dubai

Branch Campus Research

- General Market Intelligence
- Specific Market Intelligence
- Internal Institutional Intelligence



2017 | Campus Phase 1

Located in Dubai International Academic City
Refit is underway - teaching to start 2018
8 programmes approved KHDA
Clear student experience
First staff in Dubai



2020 | The Campus Phase 2

Final stage of tender process for full campus build

A prominent plot is reserved for UoB at DIAC

- A maximum build area of 50,000 m²
- Projected cohort of 4500
- A blank canvas for innovative design.



TNE in Action – Case Study

SIEM Conference 2017

**A strategy for ambition:
building bridges and finding opportunity in uncertain times**

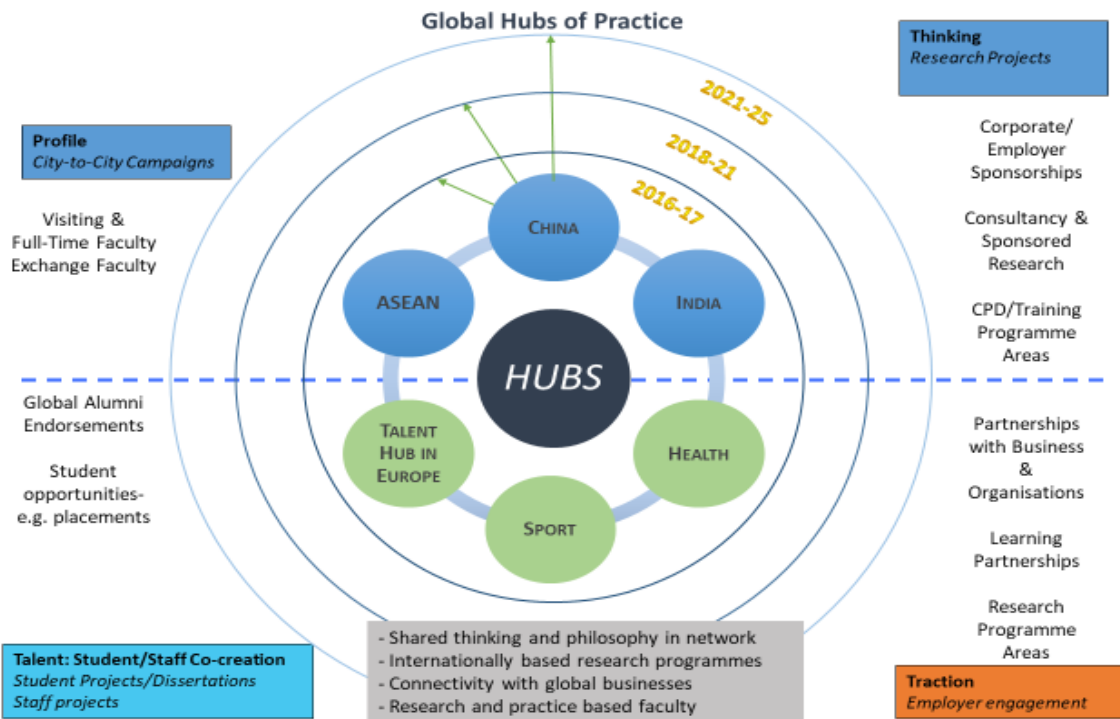
TNE in Action: Strategic Application of 'The Shape of Global Higher Education to 2025'

Dr Angelos Stefanidis
Associate Dean Global Engagement

TNE in Action – Case Study

- Hubs of Practice are built around creating a regional, national and global network of partners and collaborators that are connected into business, government, community and academia
- This networked community then has combined access to education, research and practice in an organisational, sectoral, subject-specific and/or regional context.
- Build a highly networked and impactful local presence in key world regions
- Deliver a co-creation framework in which staff, students, governments and employers from the UK and the select region work cohesively for global impact
- Develop local talent to shape local futures in a global economy

TNE in Action – Case Study



TNE in Action – Case Study

Connect INDIA कनेक्ट इंडिया



Linking minds. Linking communities.

Connect India is Bournemouth University's Hub of Practice for the Indian subcontinent.

By bringing together a community of researchers, educators, practitioners and students, both at Bournemouth University and across the Indian subcontinent, Connect India is delivering high-impact projects, initially with an emphasis on media and media innovations.

Current projects include:

Global Festival of Learning: a 5-day event in April 2017 that brings together BU and Indian academics, employers and industry professionals in India

Aftershock Nepal: a study of journalism after the 2015 earthquake

Across the border: an inquiry into social care for Nepali migrants in India

Microfinance and women's empowerment: a case study of women accessing microfinance in rural India

China Innovation Hub

Engage Global Innovation.

Create Global Impact.



China Innovation Hub (CIH) is Bournemouth University's Hub of Practice for China.

CIH is an exciting new venture that brings together expertise from BU with our counterparts in China to engage in global innovation. The CIH is dedicated to China's ambition to be a world leading innovation economy by 2020.

Current projects include:

- Understanding China's innovation strategy: What can the West learn from China?
- Health innovation in China
- Entrepreneurship education and developing global talent
- Creative production and computer animation
- International disaster management and cyber innovation
- Utility of technological innovation in Robotics
- New energy innovation and international technology transfer

TNE in Action – Case Study

ASEAN Hub



ASEAN Hub is Bournemouth University's Hub of Practice for those countries that make up the ASEAN region.

The first of several Hubs around the world, the ASEAN Hub will consist of a regional network of partners from Industry, Government, Professional Bodies and Education. Our vehicle for knowledge co-creation with staff, students and employers, the ASEAN Hub seeks to further our understanding of—and commitment to—the ASEAN region.

Current projects include:

- Research workshops and CPD training with local partners
- Destination ASEAN mobility programme for BU students
- Creative talent development in Malaysia's Global Tech Hub Cyberjaya
- Emerging events tourism in ASEAN
- Host for the upcoming global Festival of Learning in 2017.

TNE IN ACTION

Questions to consider in your groups

1. What do you most hope to gain from TNE activities?
2. Which emerging markets are you interested in and why?
3. What are the main barriers or challenges to expanding your TNE activities?
4. How do these barriers/challenges differ according to different TNE models?