

TNE Opportunity in China

- Shandong University of Finance and Economics (SUFE) calls for UK partner institution to establish a joint programme

Project introduction

Shandong University of Finance and Economics (SUFE) is seeking to work with one UK university partner to set up undergraduate and postgraduate joint programs in Accounting and Finance and E-Commerce related subjects and also short term student exchanges to enhance the international experience of their undergraduate students.

Ambitions from Chinese partner

The SUFE would like to start with student exchanges first as they now have over 20 student exchange programs available for their undergraduate students (one semester, self-fund) and then move forward into joint program partnerships. They have got partnership programs with many overseas countries but none is from the UK so far, so they are keen to set up a China-UK one.

Requirements for UK institutions:

- Leading UK institutions with good reputation either in overall profile or in business related subjects
- The UK institutions should be willing and ready to follow the investment requirement set by the Ministry of Education, China (e.g. teaching resources, curriculum setting). They also hope the partner university can provide scholarships to their students who apply for the TNE programs.

Brief introduction of Shandong University of Finance and Economics

Shandong University of Finance and Economics is a new University merged from Shandong Economic College and Shandong Finance and Political College in 2011. 93% of their students achieved excellent scores which are above the minimum admission line for first batch enrolment of key undergraduate institutions and the university is the top choice for Shandong students who would like to study Finance and Economics.

The University has been running the HND project in partnership with Edinburgh Napier for years. Although this is not a degree level joint program, it's well recognized by local students and their parents. The project can easily recruit over 200 students annually.

Contact Person in British Council China

We strongly recommend any institutions interested in this project to contact **Liu Jing**, Assistant Director of Education Marketing, British Council China (liu.jing@britishcouncil.org.cn) **by the end of April 2013**.