

TNE Opportunity in China

– Southwest Jiaotong University (SWJU) calls for UK partner for a joint campus or joint programmes in Southwest China

Project Introduction

- Level of joint programs: Undergraduate level
- Subject focus: Public Administration (including public administration, Economics and International Trade), Information technology, Transportation and Civil Engineering

Brief introduction of SWJU

- SWJU is a key university under the direct administration of MoE and has developed into an engineering-highlighted multi-disciplinary university incorporating science, management, economics, liberal arts and law. It is also one of the national key universities approved for '211 project' and '985 project'. They have many international partnership programs but don't have any joint programs with the UK yet.

Ambition from the SWJU

- Investment: SWJU has got ready-to-use campus land
- Enrolment: SWJU aims to set up one individual department for UK program enrolment and they are discussing partnership with the Chinese Service Center for Scholarly Exchange (only 5 partnerships in the Country) to support the China-UK joint programs.

Requirement on UK institution partners

- Leading UK institutions with good reputation either in overall profile or in certain subject areas
- The UK institutions should be willing and ready to follow all the investment requirement set by the Ministry of Education, China (e.g. teaching resources, curriculum setting)

Reference

- Policy framework - The 12th five-year education plan for Sichuan province announced three higher education priority projects: "Quality Enhancement Project", "Graduate Education Innovation Project" and "Advanced and Specialty Subjects Development Project". These projects aim to improve the teaching and research quality of local universities and speed up the internationalisation of education. They also aim to establish 30 talent bases, 1,000 advanced subjects, 90 experimental teaching centres and a number of internship bases.

Consequently, the Department of Education of Sichuan province is eager to introduce overseas high quality education resources to its universities.

- Chengdu City - As the capital city of Sichuan province, Chengdu has developed into a modern and vibrant economic, transportation and educational centre for southwest China. It is also a major pharmaceutical R&D centre, and is reinventing itself as the financial hub of Western China. The central government prioritised the new round of its "Go West" strategy in China's latest five-year plan, offering preferential policies supporting continuous development in the western regions, in which Chengdu is included. Over the last three years, Chengdu has seen an average 20 per cent annual increase in the number of its students choosing to study abroad. It is reported that within China, the city has the fourth highest number of students studying abroad, right behind Beijing, Shanghai and Guangzhou. The undergraduate and pre-university market is growing in Chengdu as more parents decide to send their children to study abroad at an earlier age.
- Approved existing China-UK joint programs and joint campus in Sichuan province – Only one undergraduate joint program between Chengdu University of Technology and Staffordshire University on Business Management

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.**