

Asia's emerging education hub - Sri Lanka



Objectives:

Snapshot of TNE in Sri Lanka

Threat or Opportunity for the UK

British Council Support

Sri Lanka: macroeconomic environment

- 8,000 Sri Lankan students in the UK and over 10,000 students are studying for UK Qualifications in Sri Lanka
- Population 20 million (61% below Age 35)
- 9% GDP growth
- Post-conflict context – peace dividend
- Stable government with 2/3 majority in the parliament
- Per capita income US\$ 2,399 in 2012 - expected to double by 2015
- Inflation rate 8.9%; unemployment below 3.9%
- Booming tourism sector
- Conducive environment for FDI
- Rapid infrastructure development





EDUCATION TIMES

Cover

How the 12month MBA at Oxford College of Business helped shape the rapidly changing business landscape of Sri Lanka



There is no denying we are living in very interesting times. With a chaotic global economy, constantly evolving technology and an ever-growing population, today's business leaders of Sri Lanka face a plethora of challenges. Yet they also have an unequalled opportunity to make an impact, not only on those in their immediate sphere but possibly [...]

BCAS Campus offers 12 months reputed UK MBA at an affordable fee from the University of Wolverhampton



The BCAS Campus (British College of Applied Studies) is a higher education institute with thirteen years of experience in providing a quality tertiary education. The institute has built up a reputation of excellence and trust over this period of time. As an institute constantly looking at improving the educational opportunities made available, BCAS Campus ♦ now [...]

Middlesex University Graduation 2012, in association with ICBT Campus



For the sixth successive year Middlesex University UK held its Graduation Ceremony here in Sri Lanka in association with ICBT Campus on the 20th of October at the BMICH. Prof, Michael Driscoll, Vice-Chancellor, Middlesex University in attendance conferred Degrees to over 180 Middlesex students studying in Sri Lanka at ICBT Campus. The Colorful ceremony filled [...]

Snapshot of TNE in Sri Lanka

TNE MARKET - SRI LANKA

46 Private education providers

27 UK HEIs

Over 10,000 students enrolled

Wide range of subjects
& qualifications

<http://www.ugc.ac.lk/>

University Grants Committee UGC

Tertiary and Vocational Education Commission TVEC

Mainly franchised
programmes

Top ups, full degrees, 2 + 1

NEXT phase: Full campus
development (UCLAN) 2015

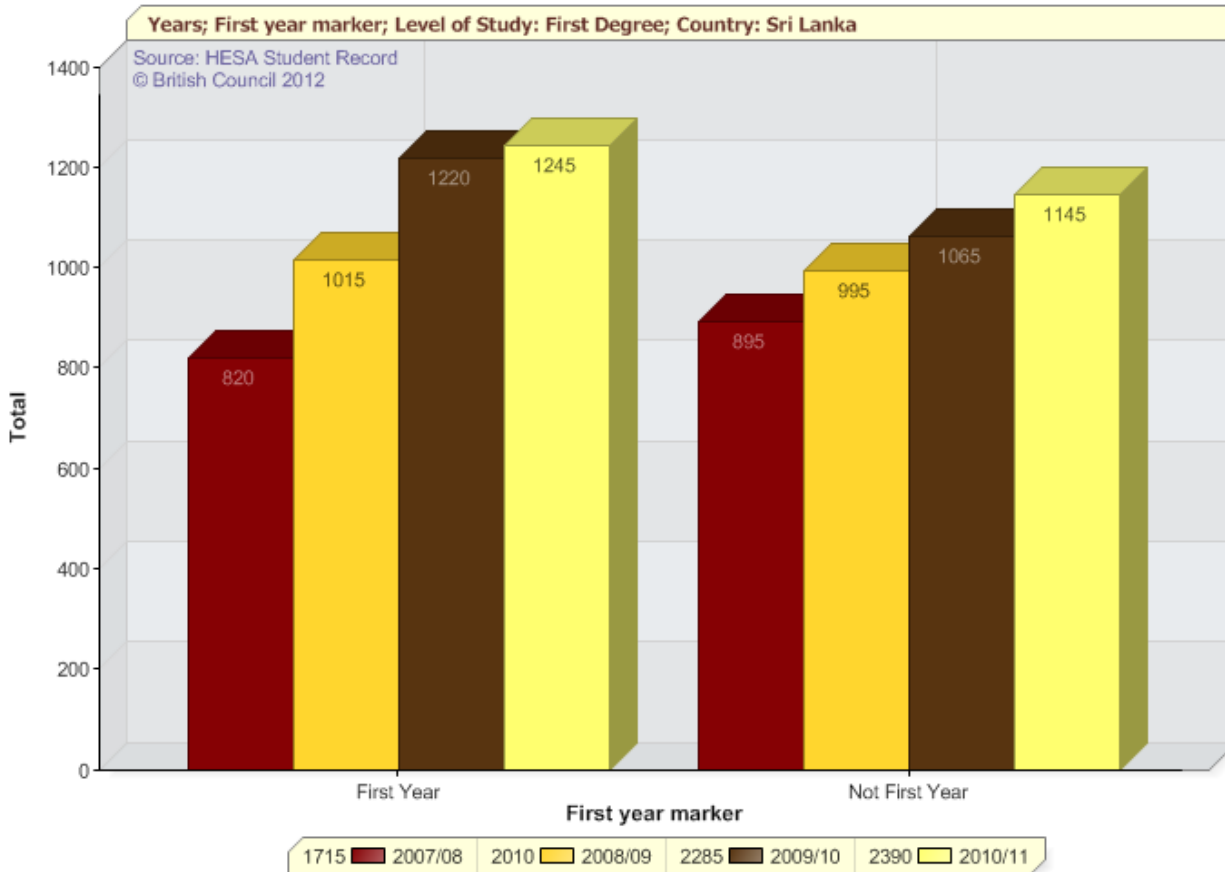
TNE Subjects:

Business & management,
Computer science,
Engineering & technology,
Accounting & Finance, Law,
Travel & Tourism,
Education, Creative arts &
design

Snapshot of TNE in Sri Lanka: reasons for growth

- Reputation of UK qualifications & education in Sri Lanka
- Wide range of entry routes, pathways & subjects on offer
- State universities can not meet demand (100,000 high school graduates - only 25,000 places)
- Cost compared to overseas study - close to home option
- Tier 4 Visa changes (especially removal of PSW)
- Sri Lanka's ambition to be the next big knowledge & education hub in South Asia
- Incentives to foreign education providers
- State universities enrolling foreign students and offering internationally accredited programmes

Pathway to the UK via TNE



Year of Entry	1 st Year	2 nd Year
2007/08	48%	52%
2008/09	51%	49%
2009/10	49%	51%
2010/11	52%	48%

Source: HESA Student Record 2010/11

Opportunities & challenges for TNE

Opportunities:

A successful TNE programme helps build UK HE brand & visibility

More and more students aspiring to study for a UK degree – In-Country delivery is a popular option

Start in Sri Lanka progress to UK – articulation / pathways

Attract international students from the region & UK!

Challenges:

Competition from other TNE providers in Sri Lanka (USA, Australia, India etc)

Other hubs - growing Asian Education market offering cheaper alternatives (Singapore, Malaysia, India, Bangladesh with TNE options)

Monitoring quality of franchised programmes

Business model less attractive (high volume, low fees)

Case study– Plymouth University & NSBM



Plymouth University launched 6 programmes in partnership with National School of Business Management (NSBM) in Sri Lanka in September 2012.

-1st year delivered by NSBM

-2nd & 3rd years delivered by Plymouth University

Subject areas: Accounting & Finance, Computing, International Management, Marketing, Supply chain & operations and Tourism & Hospitality.

Marketing Campaign to attract 3000 enquiries and convert 10 per cent

To roll-out a promotional campaign to raise profile of Plymouth University in Sri Lanka and launch NSBM partnership

Case study– Plymouth University & NSBM

What we did under SIEM Sri Lanka:

Organised an open briefing session for marketing agencies

Worked with Plymouth University and NSBM to prepare the brief for the advertising agencies

Identified potential advertising agency to commission campaign, launch, wrap-around events, digital and other relevant media with Plymouth University

Managed the campaign (Press/ Electronic media/ direct) on behalf of the University liaising with commissioned advertising agency

Managed the relationship with local partners and advertising agency

Organised University of Plymouth / NSBM launch with the agency

Some recent TNE partnerships in Sri Lanka

University of Northumbria / Academy of Design & Business Management School

UCLAN – NEXT PHASE Campus

University of Greenwich – NEW Campus model

Asia Pacific Institute of Information Technology (APIT) – Staffordshire University

Sri Lanka Institute of Information Technology – Sheffield Hallam University

Asian Aviation Centre – Kingston University

Sri Lanka Institute of Marketing – Buckinghamshire University

International College of Business and Technology (ICBT) – Middlesex University

-Business Management School - Northumbria University

Support from the British Council team

Our strengths:

The BC are in Strategic dialogue with Ministry of Higher Education on Quality Assurance and establishing Sri Lanka as a regional education hub

Immediate association with global reputation of UK Higher Education

British Council is well established, credible institution in Sri Lanka perceived as supporting and promoting UK Education

British Council has thorough knowledge of the local Education market and strong networks

Relationship with Ministry of Higher Education & University Grants Commission

Role of the British Council:

Market insight (tracking trends in TNE landscape)

Speed dating and due diligence of potential partners

Visit programmes, promotional campaigns, Exhibitions, other support services

Key Promotional Activities – Sri Lanka

School visits for UK HEIs (Sep/ Oct)

An opportunity to UK Universities to visit schools (International & Private) in three main cities in Sri Lanka to promote the courses they offer as well as to recruit students. **Colombo, Kandy & Jaffna**

School visits for FE & HE Colleges

An opportunity to UK FE & HE colleges to meet potential schools in Sri Lanka to promote the courses they offer. More info available on request

Counsellor & agents training

Promotional campaigns under British Council banner

- Student recruitment sessions at the British Council (lectures, Pre-departure, Info)
- Press, digital & social media campaigns

Education UK Exhibitions (February 2014)

Activities in schools

- Education UK contests, Subject seminars, Series of lectures

'IDEATORS', a reality TV show – season 4

'IDEATORS', a reality TV show featuring 12 UK and Sri Lankan undergraduates telecast its third season in January 2012. Viewership: 10 million.

Entrepreneurship and Creative Industries are key themes for HE partnerships and featured strongly in the TV show

■ an interview with Lara Caxton, contestant and finalist, IDEATORS Season 3:
<http://www.youtube.com/watch?v=V2veQMNSk6k>

