



# INTERNATIONAL EDUCATION CONFERENCE

3-4 December 2019

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Location, Location, Location  
TNE partnerships in China

#IES2019

[www.britishcouncil.org/education-services](http://www.britishcouncil.org/education-services)

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# Session outline

- I. **China TNE overview**
- II. Panel discussion
- III. NTU “warts-and-all”
- IV. Summary

# Transnational Education in China

Sino-foreign cooperation in running schools – require Ministry of Education approval

- Joint programmes
- Joint institutes with/without legal entity

**The overseas partners are directly involved in curriculum development, teaching, quality assurance, assessment, venues, fees, etc. for the study period in China**

Other forms of TNE that do not require Ministry of Education approval include

- Articulation / credit recognition
- Joint research projects

## Overview

There are 238 UK-China transnational education initiatives at bachelor's degree level and above

Accounts for 21 per cent of the market share, making the UK one of China's leading partners in TNE

Almost 76,000 Chinese students followed UK qualifications in Mainland China in 2017-18, including 34,705 on joint programmes, 2,745 on distance learning programmes, and 38,535 on Oxford Brookes' partner programmes.

## Key policy

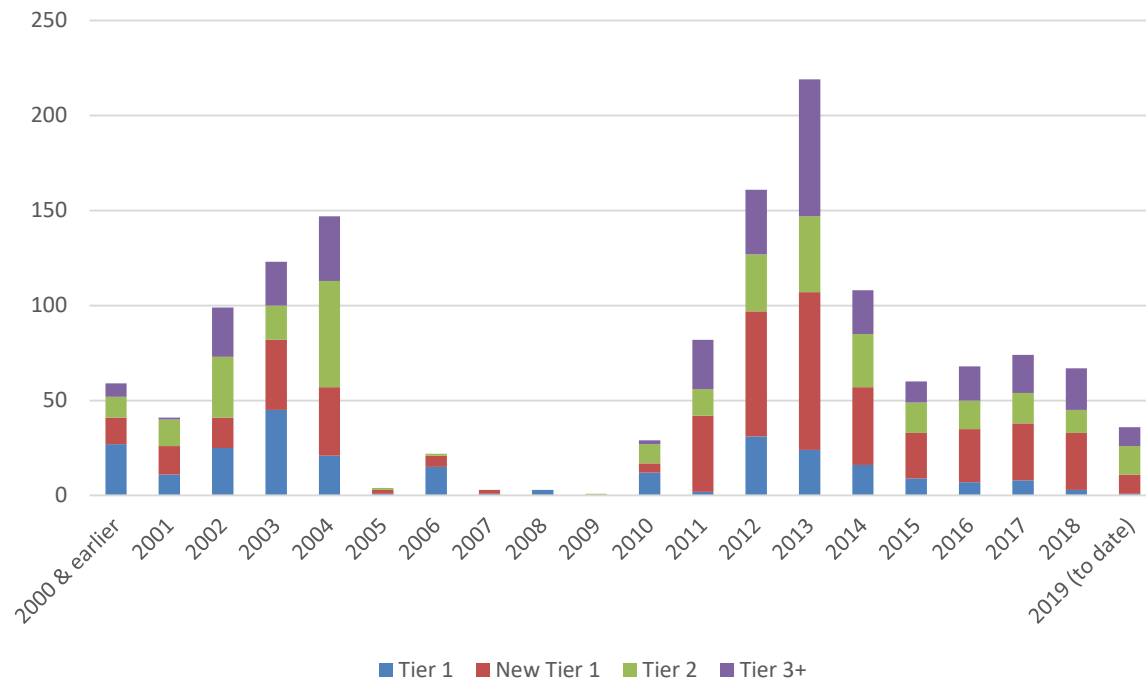
*Government still supportive of TNE, but with more limitations and a greater focus on quality control*

- 🚫 No more joint-venture campuses
- 🚫 No “chain-store” / franchise approaches
- 🚫 Discouraging programmes in saturated fields
- 🚫 Strictly enforcing delivery of “four-thirds” requirements
- 🚫 Encouraging 4+0, tolerating 3+1, not approving 2+2

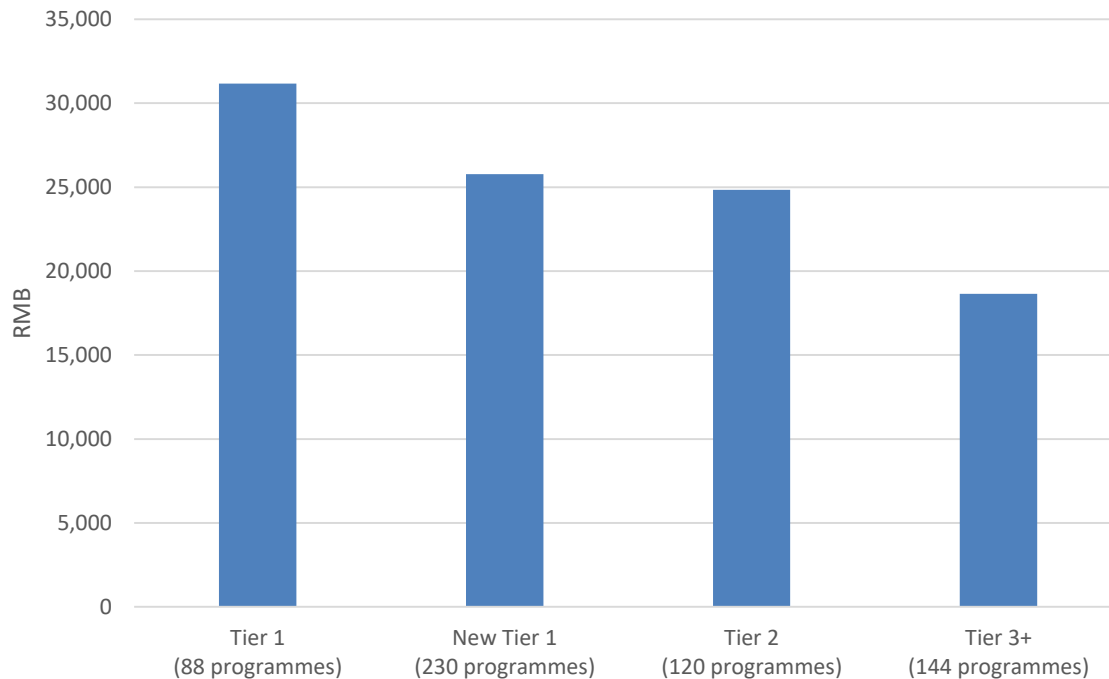
# Locations

Tier 1	New tier 1		Tier 2		Tier 3	
Beijing	Changsha	Qingdao	Changchun	Lanzhou	Baoding	Nanyang
Guangzhou	Chengdu	Shenyang	Fuzhou	Nanchang	Changzhou	Qiqihar
Shanghai	Chongqing	Suzhou	Guizhou	Nanning	Daqing	Tai'an
Shenzhen	Dalian	Tianjin	Haikou	Shijiazhuang	Heihe	Wenzhou
	Dongguan	Wuhan	Harbin	Taiyuan	Jiamusi	Xinxiang
	Hangzhou	Xi'an	Hebei	Urumqi	Jiaozuo	Xuzhou
	Nanjing	Zhengzhou	Huhhot	Xiamen	Kaifeng	Yantai
	Ningbo		Jilin	Zhuhai	Luoyang	Zhenjiang
			Jinan	Lanzhou	Mudanjiang	Zhumadian

# Location - approvals

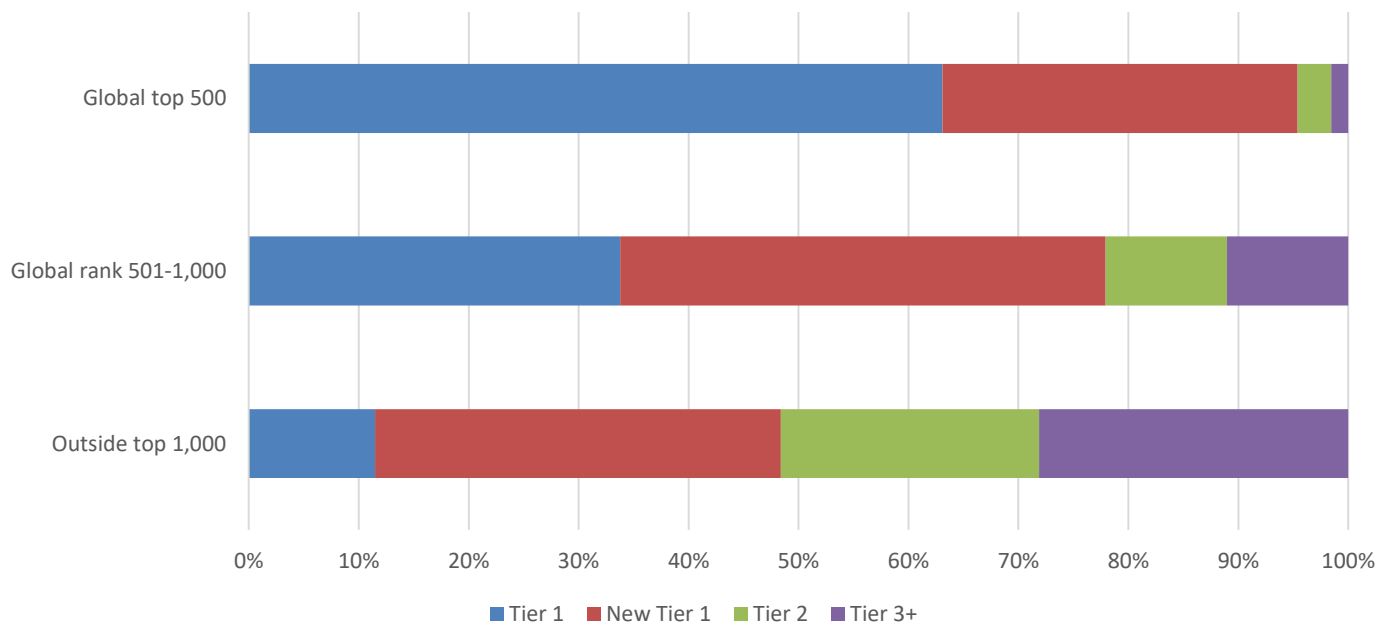


# Location – average price point





# Location – Chinese partner ranking



# China's priority locations



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## Panel discussion

Chair:

**Fraser Deas**, Head of Education Services China, British Council

Panellists:

**Caroline Boddie**, Head of International Recruitment, University of Glasgow

**Tom Buckley**, Director, Recruitment, Admissions and International Development,  
University of Lancaster

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Andrew Plant

“Grinding an iron bar down to a fine needle”  
(磨杵成針):

An account of establishing, running and developing  
and JEI in China

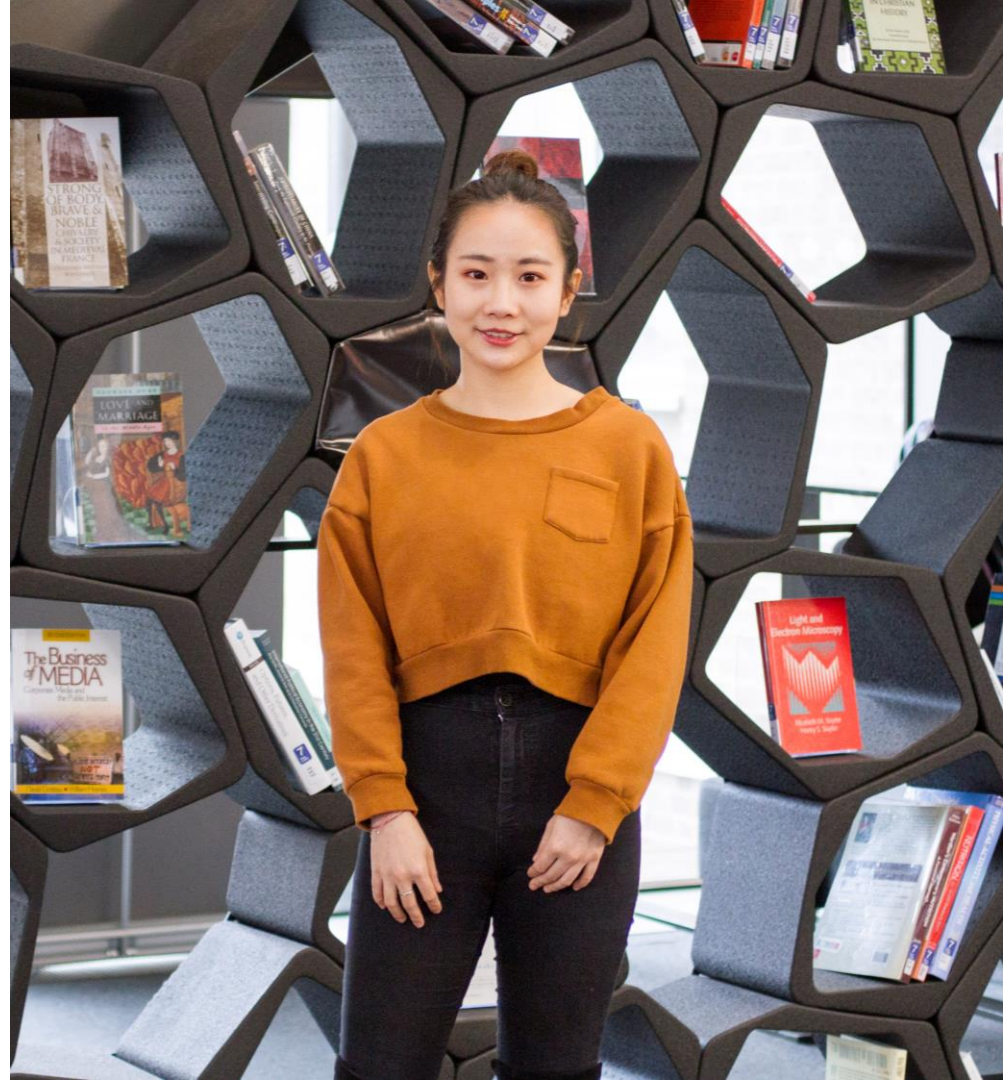


Teaching  
Excellence  
Framework



## What I'm going to tell you today

- What we did and why
- What we'd do differently
- Learning points
- Student focus
- What we're doing in the future



## What we did and why

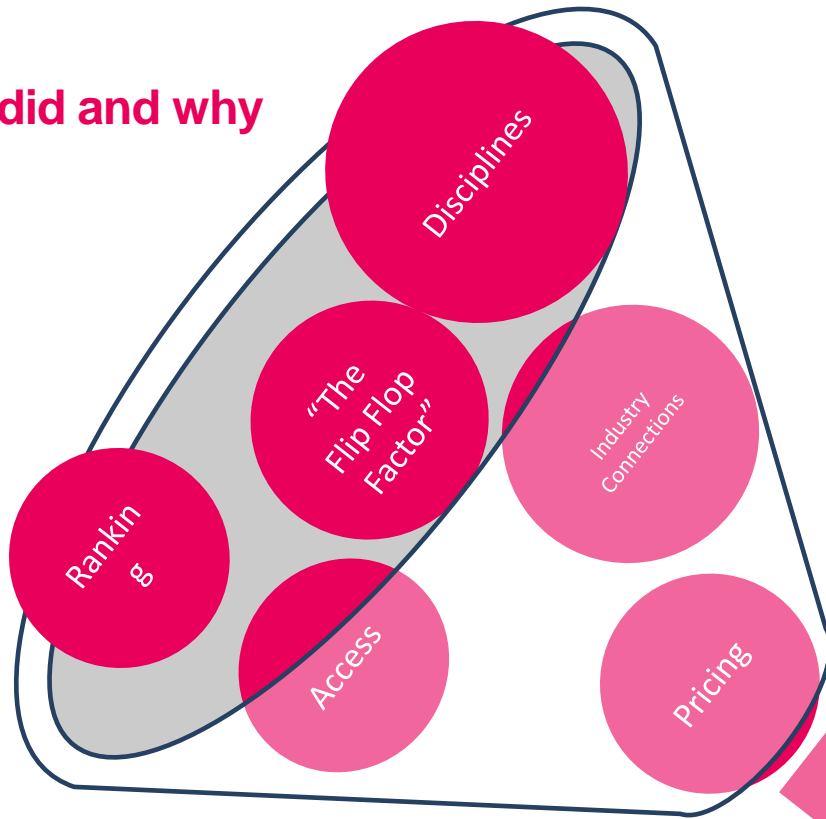
### Timeline:

- 2011, making connections
- 2012, developing the idea
- 2013, getting to know each other
- 2014, completing the application process
- 2015, securing approval from MoE and recruitment activities
- 2016, first cohort enrolled





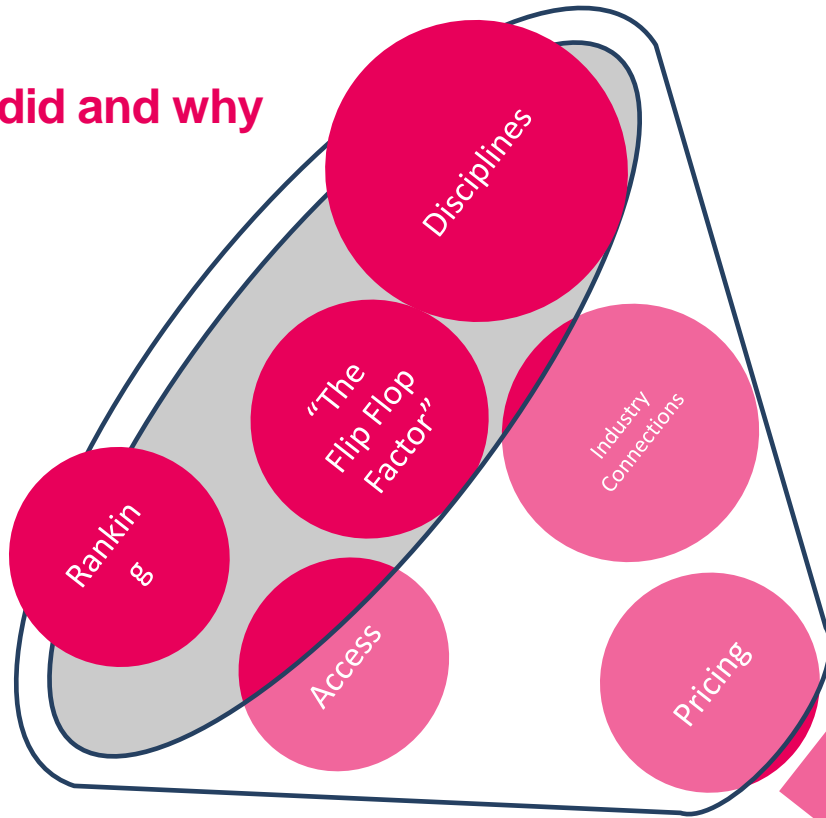
## What we did and why



## Location, location



## What we did and why



## Location, location



## What we'd do differently

- Tax, legal and financial compliance – so dull, but so important
- Correct infrastructure
- Three-way agreement



# Learning Points



# Student Focus



THE TIMES

Log

## China goes mad for Feixue Huangdu's tour of Ruddington Village Museum

Neil Johnston, Didi Tang

June 27 2019, 12:01am,  
The Times

Asia China

Education Art



Wollaton Hall, Nottingham, is one of the attractions amassing thousands of views

BBC

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## Chinese viewers watch webcast tour of tiny village museum

© 26 June 2019

f b t e Share



FEIXUE HUANGDU

The live stream tour lasted more than an hour

Nearly half a million people in China tuned in to watch a live stream tour of a tiny English village museum.

Feixue Huangdu, a Chinese student at Nottingham Trent University, visited Ruddington's Village Museum as part of a series of heritage-themed webcasts.

The humble Nottinghamshire attraction has only had 75,000 visitors since it opened in 1968.

Bosses said it was "therefore something of a surprise" to welcome 434,000 virtual visitors from China.





## The Future

- Successful first Periodic Collaborative review held by NTU in April 2019
- Positive annual evaluations by CUC/MoE
- Confidence by both partners to expand the project both in Beijing and as part of a major Chinese Government funded initiative
- Extending research collaboration and joint publications
- A Global Lounge!



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# Summary

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