

Venue: British Council, Dhaka

Webinar session: 10.30am – 11.30am (UK Time).

Format: Online

SIEM Bangladesh recently organised an hour long webinar on understanding the emerging opportunities in the Bangladesh market and had ten UK institutions registered for it. The webinar cost £80+UK VAT with recorded version of the session and the presentation.

The UK institutions who participated in the event were:

1. [Bangor University](#)
2. [Cardiff University](#)
3. [Glasgow Caledonian University](#)
4. [Goldsmiths, University of London](#)
5. [Nottingham Trent University](#)
6. [Sheffield Hallam University](#)
7. [Central Lancashire, University of](#)
8. [Glasgow, University of](#)
9. [Lincoln, University of](#)
10. [Bristol, West of England, University of](#)

The webinar included Bangladesh market information on employment and education status, interest areas, preferred study destinations and other important factors which are impacting the decision making process for students in Bangladesh. The webinar was designed to help UK institutions gain an overview of the Bangladesh market from which they can further develop their marketing strategies.

The presentation covered Demographical information and analysis such as,

- Age: which age groups are applying to study abroad?
- Occupation: employment and education status of applicants.
- Interest areas: preferred study options, courses, modes of delivery, subject preference for students.
- Current level of study: types of undergraduate and postgraduate courses students chose to study
- Important factors that affect student decision making: such as quality of programmes, cost to students, recognition of the awarding body, ranking of the institution among other factors.
- Sources of information: preferred sources of information for students, e.g. British Council, Agents etc.

Overseas experience of students

How many students have already travelled or studied overseas? Which was the last country of study? What was their previous level of study? Did their parents also have study overseas?

Preferred delivery method

What delivery method do students prefer while obtaining an overseas qualification?

Transnational Education in Bangladesh

Update on transnational education in Bangladesh, policy and regulatory update on Cross Border Higher Education in Bangladesh.

Factors affecting student decision making

- Competitive countries other than UK considered by the students
- Sources of overseas study information
- Online behaviour of students

Visas

- Important visa issues to consider by students of Bangladesh during application process

Mr. M Jahir Uddin delivered the presentation via a British Council provided webinar platform. The session was recorded and circulated amongst the participants along with the presentation and covered a comparative analysis of student's insight regarding studying abroad and reflected on the changes in student's perception regarding study destination, factors affecting student's decision making in choosing subject areas, country and location. Student's online behaviour has also been changed due to change in digital world. A question answer session concluded the session.

Some questions that were raised:

- As employers are the biggest influencers on student's decision to study overseas, are you aware of any partnerships between employers in Bangladesh and institutions in the UK to encourage study here?
- Are there any government scholarships that we should be aware of?
- What are the biggest barriers to coming to the UK?
- Could you please comment on the best way we might target those students who have already studied in the UK, i.e. does the British Council operate any alumni groups or have other ways of reaching out to this audience?
- How problematic is it to acquire a visa for Bangladeshi students? Am I correct in thinking the nearest centre for processing is in Delhi?





Upcoming events

We are planning to offer a regional and country level digital offer to the UK sector which will be launched soon.

Contact information

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