



## India Country Strategy 2015 to 2016

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### 1. Overview

- India is the world's largest democracy, the most populous nation in the world after China, forecasted to become the world's fastest-growing economy by 2016.
- Student numbers heading to the UK dropped for the third consecutive year in 2014 amid tightening visa regulations and despite a strengthening of the rupee against the pound. The US remains the most popular destination while Germany increases in its prominence- fee-free study for Indians, access to employment opportunities, a wide range of programmes taught in English.
- In education the language of instruction is mostly English and BU recognises English language qualification taken as a core subject from Higher Secondary School Certificate/Standard XII in lieu of IELTS.
- Communication & Media Studies and Art & Design are ranked top 20 in the UK. The reputation of our Media Production and Computer Animation courses attract most the students from India.
- High demand for programmes in Business Studies, Computer Science, Information Systems, Finance and Economics which fits well with BU's course portfolio.
- Potential links relating to research and exchanges have been generated through visits to a number of colleges in Delhi and Chennai, including University of Madras, Loyola College and Sri Guru Gobind Singh College of Commerce.
- Wide range of scholarships available for Indian students at BU.

### 2. Statistics and Targets

#### 2.1 Students from India studying in UK HE (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	6,040	11,770	2,245	20,055
2012/13	6,130	14,205	2,235	22,570
2011/12	6,640	21,145	2,230	30,020
2010/11	6,690	29,960	2,195	38,845

Source: HESA data

#### 2.2 Students from India studying at BU (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	7	36	6	49	
2013/14	7	29	5	41	0.244%

2012/13	9	51	5	65	0.287%
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Source: For Tables 2.2 to 2.6, stats are from Academic Business Intelligence April 2015.

### 2.3 Conversion rates (Sept + Jan combined)

#### UG conversion rates

	Applications	New enrols	Conversion (%)
2014/15	55	3	5.45%
2013/14	45	3	6.67%
2012/13	38	2	5.26%

#### PGT conversion rates

	Applications	New enrols	Conversion (%)
2014/15	243	29	11.93%
2013/14	193	22	11.92%
2012/13	276	33	12.32%

### 2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Campus Abroad	3	1	2	1
Career Plus Services	3	-	1	1
Chopra Consultants Ltd	20	16	19	20
Education Matters	-	2	3	-
Edwise International	-	-	-	7
GeeBee Education	27	10	5	1
Narula International	2	1	1	-
SI-UK (London) Education Council	-	-	2	4
<b>TOTAL:</b>	<b>55</b>	<b>30</b>	<b>33</b>	<b>34</b>

### 2.5 Targets - University-wide: New entrants (Sept + Jan combined)

Year	Undergrad		Postgrad Taught		Postgrad Research		Total		% target exceeded or missed
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
2017/18	6		40		4		50		
2016/17	5		35		3		43		
2015/16	4		30		2		36		
2014/15	XX	3	XX	29	XX	1	XX	33	
2013/14	XX	3	XX	22	XX	2	XX	30	N/A

## 2.6 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined)

School	UG 2012/13	UG 2013/14	UG 2014/15	PGT 2012/13	PGT 2013/14	PGT 2014/15	PGR 2012/13	PGR 2013/14	PGR 2014/15
Applied Science	0	0	0	0	0	0	0	0	0
Business School	1	1	1	4	4	5	0	0	0
DEC	0	1	2	1	2	5	1	1	0
HSC	0	0	0	0	0	1	0	1	0
Media School	1	1	0	25	13	13	1	0	1
Law	0	0	0	0	0	0	0	0	0
School of Tourism	0	0	0	3	3	5	0	0	0
Combined*									
Totals	2	3	3	33	22	29	2	2	1

Note: The Law subjects stats are **included** in the total BS stats

\*Combined- BA Marketing between Business School and Media school

## 2.7 Top 10 recruiters in the UK 2013/14 (New and Continuing Students)

University	Undergrad	Postgrad Taught	Postgrad Research	Total
University of Bedfordshire	100	955	10	1070
The University of Manchester	255	275	45	570
Staffordshire University	15	540	0	560
The University of Sunderland	145	395	0	545
The University of Warwick	235	230	35	505
The University of West London	355	135	0	495
Coventry University	190	260	0	450
Cardiff Metropolitan University	50	310	20	380
University of Nottingham	190	130	50	375
Glyndwr University	160	195	5	360
Bournemouth University (85)	5	40	5	50

Source: HESA 2013/14

## 3. Marketing Activities (Planned)

### 3.1 Key messages

- Quality – reputation and rankings of the Media School and the School of Tourism
- Placements and Employability – [BU is no 1 work experience university in the UK.](#)
- Facilities – a modern and innovative UK university
- Scholarships – a wide range of scholarships
- Location – based on the south coast of England, less than two hours from London.

### 3.2 Advertising and Public Relations (consider on-line and off-line advertising)

Timing	Event/Activity	Support required (e.g. Marcomms)
Aug-15 onwards	Alumni engagement, online advertising via Social Media, promotional materials featuring current student/alumni success stories	IMRST Comms Officer/BU Ambassador/Design Team
Nov-15	Diwali (Festival of Lights) - activities with current students	Design Team/IMSRT Comms officer/RM
Mar-15	Holi (Festival of Colour) - activities with current students	Design Team/IMSRT Comms officer/RM

### 3.3 External Contacts and Relationship Building

- Create a strong agent network – continue visits to key offices to hold student counselling and agent training sessions, participate in agent fairs
- Continue to work closely with British Council in India.
- Source potential educational partners.
- Develop an alumni network with the aim of hosting dinners in Chennai, Mumbai and Delhi in 2016

### 3.4 Alumni activities

- Dinners with alumni and unconditional offer holders to be held in May/August in Mumbai, Delhi and Chennai
- Assistance during BC exhibitions and agent fairs in Mumbai, Delhi and Chennai

### 3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
Aug-15 (2 weeks)	BC UG Mission (Jaipur and Kolkata) + visit to IB schools/consortium approach (5 UK universities- Mumbai and Delhi) + corporate dinner in Chennai	KK+LL (Careers)+BU Alumni (x2)
Nov-15 (2 weeks)	BC exhibition (Delhi) + agent fairs & visits + consortium approach (5 UK universities)	KK
Feb-16 (2 weeks)	BC exhibition (Chennai) + agent fairs & visits	KK
May-16 (3 weeks)	Agent fairs + agent visits + alumni and applicant reception (Mumbai, Chennai, Delhi)	KK

## 4 Strategic Partnerships and Collaboration

### 4.1 Consortium approaches

- Small scale recruitment consortium with five other UK universities visiting IB schools (Aug and Nov 15)

## 4.2 Kaplan related activities (including trips and advertising)

Timing	Event/Activity	Who involved
Nov-15	In-country training and interview sessions (Delhi) Stand share at BC exhibition (Delhi)	KK
Feb-16	In-country training and interview sessions (Delhi) Stand share at BC Exhibition (Chennai)	KK

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	2	0	2	4.08%
2013/14	1	0	1	2.44%

## 4.3 Partnerships:

Current Strategic partnerships				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction (what are we doing with that partner in 2015-16 to support them)
Sri Guru Gobind Singh College of Commerce (SGGSCC)	Business	Student Exchange	-	Visits throughout the year with the aim to deliver guest lectures and establish a summer school in India in 2016

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Loyola College	Business	Student and staff exchange	Visits throughout the year, series of guest lectures, student mobility
Indian Institute of Management Kozhikode (IIMK)	Business	Staff exchange	-

## **5 Key Academic Areas and Proposed Engagement in the Market**

### **5.1 The most popular programmes nationally for this market are:**

- Undergraduate:
  - Business and administrative studies
  - Engineering and technology
  - Subjects allied to medicine
  - Social studies
  - Computer science
- Postgraduate:
  - Business and administrative studies
  - Engineering and technology
  - Computer science
  - Subjects allied to medicine
  - Social Studies

Source: HESA 2013/14

### **5.2 The most popular courses at BU are:**

- Undergraduate:
  - BSc (Hons) Computing Framework
  - BA (Hons) Advertising with Marketing Communications
  - BSc (Hons) Accounting
  - BSc (Hons) Industrial Design
  - BSc (Hons) Business Studies
- Postgraduate:
  - MSc Management Framework
  - MSc Computing Master Framework
  - MA Advertising
  - MSc International Hospitality and Tourism Management
  - MA Digital Effects

Source: Qlikview data 2014/15

### 5.3 Potential in the Market for the University's Academic Areas

Academic Areas	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab Potential	Study Abroad/Exchange	Visits by Academics Recommended (include possible times of year)
Applied Science	0	0	0	0	0	0	0	No
Business & Management	0	Yes	Yes	Yes	Yes	0	0	Yes (Nov and May)
DEC	0	0	Yes	0	0	0	0	No
HSC	0	0	0	0	0	0	0	No
Media	0	Yes	Yes	Yes	Yes	Yes	0	Yes (Feb or May)
Law	0	0	0	0	0	0	0	No
Tourism	0	0	Yes	0	0	0	0	No

