



Malaysia Country Strategy 2015 to 2016

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1. Overview

- Malaysia is spread over two geographically separate areas: Peninsular Malaysia and Malaysian Borneo, both have recruitment opportunities for BU
- Demographically diverse as well, the national population is made up of 24.6% ethnic Chinese, who tend to dominate the business sector, and 67.4% Malay. Malaysia is a Muslim state and 61.3% of the population (including all Malays) is Muslim
- Malaysia remains a rising regional and international player with enviable growth rates of around 6%
- Malaysia is currently working under its New Economic Model (NEM), which aims to raise the country from upper-middle to high income by 2020
- There is great potential for BU to increase numbers from Malaysia; we have partners and representatives already in country with whom we are building relationships
- BU's portfolio is a good fit with Malaysia's most popular Business, Law and Engineering courses
- BU has many subjects which rank in the top 5
- The options offered by BUIC have increased BU's pathway provision greatly, opening up many more routes for students to all levels of academic programmes. The provision is still being developed to make it as competitive as possible
- Kaplan are well established in Malaysia; BU's stronger links with them will assist in increasing our presence in country through their network
- BU has recently developed a partnership with Sunway University who are highly regarded in the market

2. Statistics and Targets

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	12,125	2,820	1,930	16,870
2012/13	11,870	2,235	1,875	15,980
2011/12	11,460	2,135	2,035	15,625
2010/11	10,570	2,065	2,230	14,865

Source: HESA data 2013/14

HESA data figures are rounded to the nearest multiple of 5, with 0, 1, 2 rounded to 0

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	6	5	1	12	
2013/14	6	5	1	12	0.07%
2012/13	6	0	1	7	0.043%

Source: For Tables 2.2 to 2.6, stats are from Academic Business Intelligence April 2015.

Note: Stats include all fee regions – Home/EU and Overseas.

2.3 Conversion rates (Sept + Jan combined)

UG Conversion rates

	Applications	New enrols	Conversion (%)
2014/15	18	1	5.56%
2013/14	24	3	12.5%
2012/13	16	3	18.75%

PG Conversion rates

	Applications	New enrolls	Conversion (%)
2014/15	23	4	17.39%
2013/14	15	2	13.33%
2012/13	6	0	0%

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Mabecs	-	1	1	-
PDVL	4	-	-	-
TOTAL:	4	1	1	

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									
2016/17	6		9		2		17		
2015/16	4		7		1		12		
2014/15	2	1	5	4	1	-	8	5	-37%
2013/14		6		5		1		12	

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	0	0	0	0	1	0	0	0	0
DEC	0	0	0	0	0	0	0	0	0
HSC	0	1	0	0	0	0	0	0	0
Media School	2	2	0	0	2	1	0	0	0
Law	0	0	0	0	0	0	0	0	0
School of Tourism	1	0	1	0	2	3	0	0	0
Combined*	0	0	0	0	0	0	0	0	0
Totals	3	3	1	0	5	4	0	0	0

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)

The University of Manchester	Undergrad	Postgrad Taught	Postgrad Research	Total
The University of Sheffield	565	175	80	820
Cardiff University	405	155	90	650
University of the West of England, Bristol	490	110	30	630
Liverpool John Moores University	465	65	0	530
University of Nottingham	475	20	25	520
University College London	395	45	60	500
Imperial College of Science, Technology and Medicine	365	85	45	490
University of Northumbria at Newcastle	330	45	75	450
The University of Warwick	350	65	5	420
The University of Manchester	350	35	30	415
Bournemouth Uni (No. 96)	5	5	0	15

Source: HESA data 2013/14

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

3. Marketing Activities (Planned)

3.1 Key messages

- Strong professional orientation with a focus on academic excellence and graduate employability
- Professional accreditation and recognition
- Research recognised worldwide
- Optional placements across programmes
- Range of Preparatory Programmes
- Excellent range of scholarships
- High ranking schools and subjects (Media School, School of Tourism, Accounting & Finance, Computing)
- Graduate employment prospects (Placements at both UG and PG)
- Foundation programmes available for diverse range of UG courses
- Efficient and transparent admissions process
- Long term commitment to the market (in country staff, agent relationships, alumni)
- Great location (close to London, South Coast) and convenient transport links
- A vibrant, safe, student friendly town
- Strong alumni network
- Knowledge of Bournemouth as a University/town through alumni, English language study and agent visits

3.2 Advertising and Public Relations

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
Sept 15 – May 16	<ul style="list-style-type: none">• Brand building, increasing awareness. Channels used to be confirmed	<ul style="list-style-type: none">• Design/IMSRT Comms. Officer
Nov 15	<ul style="list-style-type: none">• Adverts and promotion around interviews and alumni event• Possible channels include: BC, Facebook, social media, newspaper, banners on popular websites	<ul style="list-style-type: none">• Design/IMSRT Comms. Officer
Feb 16	<ul style="list-style-type: none">• Adverts and promotion around interviews and alumni event• Possible channels include: BC, Facebook, social media, newspaper, banners on popular websites	<ul style="list-style-type: none">• Design/IMSRT Comms. Officer

3.3 External Contacts and Relationship Building

- To work with British Council, liaise closely to take advantage of their market intelligence and experience
- Review the two agents in Malaysia and consider increasing the network
- Ensure agents are trained/updated to ensure they are producing the best results for BU. Support key agents through fair attendance, joint marketing initiatives and frequent visits
- Develop relationships with partner universities; maintain through regular visits and meetings
- Regular meetings with alumni and organising an alumni/applicant reception annually
- Improve relationship with Kaplan marketing team (based in Singapore) through joint marketing activities
- Continue to develop relations with the Taiwanese student society and sponsor/attend events
- Existing representatives
- Current and new partner institutions

3.4 Alumni activities

- General development of alumni relations during the year; working towards an event in February 2016

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
Nov 15	<ul style="list-style-type: none">• Partnership and recruitment visit	<ul style="list-style-type: none">• RM
Feb 16	<ul style="list-style-type: none">• BC Exhibition, Sunway University Exhibition and agent visits.Alumni event	<ul style="list-style-type: none">• RM
May 16	<ul style="list-style-type: none">• Agent visit	<ul style="list-style-type: none">• RM
Feb 16	Freighting	

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- N/A

4.2 Kaplan related activities (including trips and advertising)

- Planned with Sam Tam the Regional Manager
 - in country BU visiting Kaplan agents
 - potential joint visits – details to be confirmed

Timing	Event/Activity	Who involved
Nov 15	<ul style="list-style-type: none">• In-country training, interview sessions, joint-agent visits	<ul style="list-style-type: none">• RM
Feb 16	<ul style="list-style-type: none">• In-country training, interview sessions, joint-agent visits.	<ul style="list-style-type: none">• RM
May 16	<ul style="list-style-type: none">• In-country training, interview sessions, joint-agent visits	<ul style="list-style-type: none">• RM

Pathway stats

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

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)
Sunway University	Research, joint tourism UG programmes (2+2 – tbc)	Recognition	None	Faculty visits, RM visits. Attending Mini fair in March 2016
Universiti Malaysia Sarawak	Student exchange	General co-operation	None	TBC

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
None at present			

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market in 2013/14 are:

PGR

- Electronic & electrical engineering
- General engineering
- Computer science
- Mechanical engineering
- Clinical medicine

PGT

- Finance
- Business studies
- Law by topic
- Law by area
- Management studies

UG

- Pharmacology, toxicology & pharmacy
- Clinical medicine
- Finance
- Business studies
- Mechanical engineering

Source: HESA 2013/14

5.2 The most popular courses at BU (2014/15) in order of popularity are:

PGR - Subjects based in:

- School of Tourism

PGT

- MSc Events Marketing
- MSc International Hospitality and Tourism Management

- MA Post Production Editing

UG

- BSc (HONS) Human Sciences
- BA (Hons) Public Relations
- BA (Hons) Television Production
- BA (Hons) Nutrition
- BA (Hons) Computer Animation Arts
- BA (Hons) International Hospitality Management

Source: Academic Business Intelligence – May 15

5.3 Potential in the Market for the University's Academic Areas 2015/16 Academic Year

Academic Areas	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab. Potential	Visits by Academics Recommended (include possible times of year)
Applied Sciences	0	0	0	0	0	0	0
Business & Mgmt	0	0	Y	0	0	0	0
DEC	0	0	0	0	0	0	0
Health and Social Sciences	0	Y	0	0	0	0	0
Media	0	Y	Y	0	0	0	0
Law	0	0	0	0	0	0	0
Tourism	0	0	Y	Y	0	0	0

