



## Russia Country Strategy 2015 to 2016

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### 1. Overview

- Russia is the largest country, spanning nine time zones and one of the BRICS nations identified as key emerging economies. The country is a federal semi-presidential republic with Vladimir Putin at its head since 1999. Putin's relations with the international community have become strained over issues such as the Ukraine crisis and the erosion of freedom.
- In 2014 Russia's GDP fell and is forecasted to fall further throughout 2015 before growth resumes in 2016. In 2014 Russia entered a period of economic decline as result of sanctions surrounding the Ukraine crisis, falling oil prices and rapid currency devaluation. The weak Russian rouble drives up inflation and reduces consumers' spending at home and abroad.
- Russian social media use is the highest among BRICS countries. The market is dominated by local sites such as VKontakte (VK). BU has a dedicated VK page which has been started in Sep 2014. Over the eight months that the page has existed it was visited 2,469 times (with 2-3 unique visitors every day on average). The page allows interaction with potential applicants and offer holders.
- The compulsory education system consists of 11 years of schooling. The Russian Certificate of Secondary Education (Аттестат о среднем [полном] общем образовании) is not equivalent to A-levels; therefore, Russian students are required to study Foundation Certificate prior to Bachelor's programme in the UK. BUIC offers courses that provide preparation for studying at BU bridging the education gap.
- There's a high demand for programmes in Business Studies, Economics, Computer Science, Hospitality, Sport & Tourism and Cinematography amongst Russian students which are all offered at BU.
- BU rankings in the subject specific areas are particularly popular among Russian students, especially Hospitality, Leisure, Sports and Tourism.

### 2. Statistics and Targets

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	2,040	1,400	360	3,795
2012/13	1,800	1,390	330	3,520
2011/12	1,660	1,450	310	3,420
2010/11	1,485	1,365	310	3,155

Source: HESA data

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	15	9	2	26	
2013/14	18	13	1	32	0.84%
2012/13	11	12	1	24	0.68%

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	13	3	23.07%
2013/14	21	9	42.86%
2012/13	32	4	12.5%

### PGT conversion rates

	Applications	New enrols	Conversion (%)
2014/15	29	8	27.58
2013/14	25	9	36%
2012/13	29	9	31.03%

## 2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Incert Education Agency, UFA	-	-	-	2
ITEC	-	1	1	-
TOTAL:	-	1	1	2

## 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	12		13		2		27		
2016/17	11		12		1		24		
2015/16	10		11		1		22		
2014/15	XX	3	XX	8	XX	1	XX	12	N/A
2013/14	XX	9	XX	9	XX	0	XX	19	N/A

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

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	2	3	0	4	1	6	0	0	0
DEC	0	1	2	0	0	1	0	0	0
HSC	0	0	0	0	0	0	0	0	0
Media School	2	2	0	2	1	1	0	0	0
Law	0	1	0	2	0	1	0	0	0
Science & Technology	0	0	0	0	0	0	0	0	1
School of Tourism	0	3	0	3	7	0	0	0	0
Combined*	0	0	1	0	0	0	0	0	
Totals	4	10	3	11	9	8	0	0	1

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

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

## 2.7 Top 10 recruiters in the UK 2013/14

University	Undergrad	Postgrad Taught	Postgrad Research	Total
The City University	110	115	10	235
University of the Arts, London	155	50	0	205
University College London	125	35	5	160
The University of Westminster	65	55	5	120
Queen Mary University of London	70	45	5	115
The University of Edinburgh	70	25	10	105
London School of Economics and Political Science	50	45	5	100
King's College London	65	20	10	95
The University of Warwick	50	30	5	85
The University of Exeter	60	10	5	75
Bournemouth University (29)	20	15	0	35

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.
- BUIC – partnership between BU and Kaplan offers a range of pathway programmes leading to progression to undergraduate and postgraduate courses at BU.

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

Timing	Event/Activity	Support required (e.g. Marcomms)
Aug-15 onwards	Online advertising via Social Media	IMRST Comms Officer/BU Ambassador
Sep-15	Promotional materials in Russian	Design Team/IMSRT Comms officer/BU Ambassador

### 3.3 External Contacts and Relationship Building

- Develop and maintain strong relationship with Kaplan, our partner and provider of pre-sessional English, Foundation and Pre-Master's programmes.
- Develop strong relationship with Financial University through regular visits and meetings. Source potential educational partners in Moscow and St Petersburg.
- Develop relations with Russian students at BU.
- Develop an alumni network.

### 3.4 Alumni activities

- None at present

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

Timing	Event/Activity	Who involved
October (10 days)	BC exhibition +SRT fair + visit to Financial University	RM + BS Academic
March (1 week)	QS fair + visit to Financial University	RM + BS Academic

## 4 Strategic Partnerships and Collaboration

### 4.1 Consortium approaches

- None identified

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

Timing	Event/Activity	Who involved
March	Stand sharing at OS Fair	RM + BS Academic

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	1	4	5	19.23%
2013/14	0	4	4	12.5%

## 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)
Financial University under the Government of the Russian Federation	Business	Research / Staff / Student Exchange	PGT 2016	Guest lectures and visits throughout the year

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
N/A			

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

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

- Postgraduate:
  - Business and administrative studies
  - Social studies
  - Engineering and technology
  - Creative arts and design
  - Law
- Undergraduate:
  - Business and administrative studies
  - Social studies
  - Languages
  - Creative arts and design
  - Mass communication and documentation

Source: HESA 2013/14

## 5.2 The most popular courses at BU are:

- Postgraduate:
  - MSc Tourism Masters Framework
  - MSc Finance Framework
  - MSc Management Framework
  - LLM Law Framework
  - MSc International Hospitality and Tourism Management
- Undergraduate:
  - BA (Hons) Business Studies
  - BA (Hons) International Hospitality Management
  - BA (Hons) Advertising
  - BA (Hons) Tourism Management
  - LLB (Hons) Law Framework
  - BA (Hons) Marketing Communication

Source: Olikview 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 Sciences	0	0	0	0	0	0	0	No
Business & Management	Yes	Yes	Yes	Yes	Yes	Yes	0	Yes (Oct and Mar)
DEC	0	0	0	0	0	0	0	No
HSC	0	0	0	0	0	0	0	No
Media	Yes	Yes	Yes	0	0	0	0	No
Law	0	0	Yes	0	0	0	0	No
Tourism	Yes	Yes	Yes	0	0	0	0	No

