

## Vietnam Country Strategy 2015 to 2016

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### 1. Overview

- Vietnam was the 26<sup>th</sup> biggest sender of students for HE study in the UK in 2012/13.
- Bournemouth is the 14<sup>th</sup> biggest recruiter of Vietnamese students in the UK in 2012/13 (latest HESA data).
- The top 5 subject areas for Vietnamese students in the UK are; Business and administrative studies (60.33%); Social studies (12.63%); Engineering & Technology (5.31%); Computer science (3.31%) and Architecture, building & planning (2.24%).

### 2. Statistics and Targets

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

Year	UG	PGT	PGR	Total
2013/14	2130	1840	245	4215
2012/13	2090	1775	220	4085
2011/12	1800	1695	210	3705
2010/11	1480	1395	210	3090

Source: HESA data

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

Year	UG	PGT	PGR	Total	Market share
2014/15	18	71	5	94	
2013/14	16	51	4	71	1.68%
2012/13	14	50	3	67	1.64%

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		28	8	28.57
2013/14		25	5	20
2012/13		31	9	29.03

PGT Conversion Rates				
	Applications	New Enrols	Conversion (%)	
2014/15		206	50	24.27
2013/14		179	39	21.79
2012/13		154	39	25.32

## 2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
An Phu Quoc (APQ)	3	7	-	-
CEPECE	3	-	-	-
Compass	-	-	6	-
Get Set	6	-	1	-
GSE-BEO	11	12	4	10
Hoa Binh Education and Trading Corporation	-	1	-	-
INDEC (Tri Coung Investment Educational Consultancy Co Ltd)	-	-	-	5
UKEAS-ISC, Hanoi	14	22	24	18
Viet Tri Investment and Service Joint Stock Company	-	2	9	-
VT Corp	-	-	1	-
Vietnam International Education Development	-	-	-	1
World Education Group (WEG)	5	-	-	-
<b>TOTAL:</b>	<b>42</b>	<b>44</b>	<b>45</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									
2016/17	5		50		0		55		
2015/16	5		45		0		50		
2014/15	5	8	41	50	0	1	46	59	28%
2013/14		5		39		1		45	N/A

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

School	UG	UG	UG	PGT	PGT	PGT	PGR	PGR	PGR
	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15
AS	0	0	0	0	0	0	1	0	0
BS	6	2	2	29	40	29	0	1	0
DEC	1	1	3	0	1	1	0	0	0
HSC	0	0	0	0	0	0	0	0	0
MS	1	0	1	1	5	7	0	0	0
Law	0	0	0	1	0	2	0	0	0
SoT	1	2	2	5	10	13	0	0	1
Combined*	0	0	0	0	0	0	0		0
<b>Totals</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>36</b>	<b>56</b>	<b>50</b>	<b>1</b>	<b>1</b>	<b>1</b>

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)

Rank	University	PGR	PGT	UG	Total	Market Share
1	University of the West of England, Bristol	5	60	175	235	5.97%
2	Cardiff Metropolitan University	5	120	70	195	4.96%
3	The City University	5	65	125	195	4.96%
4	University of Northumbria at Newcastle	5	65	55	130	3.30%
5	The University of Greenwich	5	75	40	120	3.05%
6	The University of East Anglia	5	30	75	110	2.80%
7	The University of Birmingham	15	70	20	105	2.67%
8	Coventry University	0	50	35	85	2.16%
9	The University of Sunderland	0	40	45	85	2.16%
10	The University of Westminster	0	50	35	85	2.16%
15	<i>Bournemouth University</i>	5	55	15	75	<i>1.91%</i>

Source: HESA data

## 3. Marketing Activities (Planned)

### 3.1 Key messages

- Industry led Business School with professionally focussed Accounting, Finance and Economics programmes
- Ease of finding part time work in Bournemouth during studies
- Safe, cosmopolitan and international study environment
- Great location, proximity to London and access to Europe
- An active and welcoming BU VietSoc with particular reference to social activities – ASEAN nights, BU VietSoc Football and Badminton team
- Active and high achieving Alumni network

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

<b>Timing</b>	<b>Event/Activity</b>	<b>Support required (e.g. Marcomms, PR)</b>
<b>September 2015</b>	Activity: Vietnam specific information site	<ul style="list-style-type: none"> <li>• Design Team</li> </ul>
<b>October 2015</b>	Activity: <ul style="list-style-type: none"> <li>• Financial assistance to be given to BU VietSoc to aid their events</li> </ul>	<ul style="list-style-type: none"> <li>• BU Vietsoc</li> </ul>
<b>October 2015 onwards</b>	Activity: <ul style="list-style-type: none"> <li>• Payment for Alumni for assistance in overseas events</li> </ul>	<ul style="list-style-type: none"> <li>• Alumni</li> </ul>

### 3.3 External Contacts and Relationship Building

- Continue to build relations with MOET through regular visits and specifically targeted work with VIED to ensure that scholarship students are encouraged to apply to BU.
- Continue to work with the British Council and strengthen relationship through tailored collaborative activity.
- Support in country representatives by attending exhibitions, interview sessions and ensuring that counsellors are adequately trained and managed to become advocates of the BU brand and study experience
- Build upon existing work with Alumni network to identify key members and establish more formalised “Ambassador” roles

### 3.4 Alumni activities

- Alumni reception to be held in Hanoi and Ho Chi Minh City in the summer of 2016.
- Continual presence of Alumni at recruitment events and activities.
- Employ Key Alumni to act as in-country staff, with focus on increasing market presence, building the BU brand amongst key stakeholders and exploring new opportunities across the BU portfolio in the market.

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

<b>Timing</b>	<b>Event/Activity</b>	<b>Who involved</b>
Oct 2015	Activity: <ul style="list-style-type: none"> <li>• ISC-UKEAS Exhibition</li> <li>• Agent Interview Sessions</li> <li>• British Council Exhibition</li> <li>• Visit to Kaplan Office</li> <li>• New partnership activity</li> </ul>	<ul style="list-style-type: none"> <li>• RM &amp; Alumni</li> </ul>
Mar 2016	Activity: <ul style="list-style-type: none"> <li>• ISC-UKEAS Exhibition</li> <li>• Agent Interview Sessions</li> <li>• British Council Exhibition</li> <li>• New partnership activity follow up work</li> <li>• Visit to Kaplan Office</li> </ul>	<ul style="list-style-type: none"> <li>• RM &amp; FoM Academic</li> </ul>
Jun 2016	<ul style="list-style-type: none"> <li>• Alumni &amp; Applicant Reception in Hanoi and Ho Chi Minh City</li> <li>• Pre-departure for September intake</li> <li>• Agent visits &amp; training sessions</li> <li>• Institution and partner visits</li> </ul>	<ul style="list-style-type: none"> <li>• RM, MS and FoM Academics</li> </ul>

## 4 Strategic Partnerships and Collaboration

### 4.1 Consortium approaches

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

<b>Enrolments</b>				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	7	8	15	15.96%
2013/14	2	7	9	12.68%

### 4.3 Partnerships, (including trips and advertising)

<b>Current Strategic partnerships</b>				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction
University of Economics and Law	BS	3+1	1	Regular visits throughout the Academic Year.

<b>Additional Strategic partnerships (potential)</b>			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
University of Economics (Danang)	Tourism and Hospitality	3+1	Possibility for 3-4 per year, will visit in October 2015
Foreign Trade University (Hanoi)	BS	3+1	Possibility for large numbers as current strategic agreement with Bedfordshire set to expire.
Hanoi University	BS	3+1	Possibility for 4 per year, will visit in October 2015.

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

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

Rank	Subject area	Total	Market Share
1	Business & administrative studies	2515	62%
2	Social studies	520	13%
3	Engineering & technology	215	5%
4	Computer science	140	3%
5	Architecture, building & planning	95	2%
6	Law	85	2%
7	Mathematical sciences	75	2%
8	Creative arts & design	70	2%
9	Mass communications and documentation	65	2%
10	Subjects allied to medicine	60	1%

Source: HESA data

## 5.2 The most popular courses at BU are:

Rank	Subject Area	Total	Market Share
1	MSc Management Framework	16	36%
2	MA/MSc Finance Framework	8	18%
3	MA Advertising and Marketing Communications	5	11%
4	MSc International Hospitality and Tourism Management	3	7%
5	MSc Events Management	2	4%
6	MSc Retail Management	1	2%
7	MSc Tourism Management	1	2%
8	PhD	1	2%
9	MSc Tourism Management and Marketing	1	2%
10	MSc Computing Masters Framework	1	2%

Source: BU Management Information

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

Academic School	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Recognition Potential	Collaboration Potential	SA/Exchange Potential	Visits by Academics Recommended?
<b>Applied Science</b>	No	No	No	No	No	No	No	No
<b>Business School</b>	Yes	Yes*	Yes	Yes	Yes	Yes	No	Yes, Mar & June 2015
<b>DEC</b>	No	No	Yes	No	No	No	No	No
<b>HSC</b>	No	No	No	No	No	No	No	No
<b>Media School</b>	Yes	Yes*	Yes	Yes	No	Yes	No	Yes
<b>Law</b>	No	No	Yes	No	No	No	No	No
<b>School of Tourism</b>	Yes	Yes*	Yes	Yes	Yes	Yes	No	Yes, Jan & Jun 2015

(\*Potential from students on international UG programmes seeking advanced standing or 3+1 programmes)