



CASE SENIORS FORUM 2005

1 DECEMBER 2005

What does Globalisation really mean for HE?

.....but it isn't just about Globalisation
anyway. It's also about change....and it's
about technology.

So what is Globalisation anyway?

The emergence of global demand for –
especially Western – HE and the evolution of
a global system of supply

The delivery of one country's education to
the citizens of other countries

Doomsday?

The Student Consumer will rule

Governments will only give money to
consumers =vouchers

Doomsday?

Corporate donors will become ever more influential

International students will become more and more important. Those institutions who fail to attract them will collapse

Doomsday?

Those who do have them will then be hit by:

- TNE
- Technology
- Politics

Doomsday?

Then they will either merge or be bought –
or both.

Doomsday?

McDonald's University, Branch 116?

The Dubai University of Derbyshire?

The Midlands University (incorporating Aston, Birmingham, Coventry, UCE, Warwick, and Wolverhampton) with 120k students?

Doomsday?

Then academic standards will collapse

Doomsday?

Then Universities will become vocational training facilities – which is really what governments seem to want anyway.

**And now for something more
cheerful.....**

Students

BC/IDP talks of big numbers

But - China

- Own Goals

- Technology

- Insecurity

Leading to – a reduction in numbers

travelling?

= Faster than anticipated switch to TNE?

Potential Developments:

- A universal system of credits?
- A globally recognised set of University standards?
 - EVERY UK student spending at least a semester abroad?
 - Year round use of premises for teaching (summer schools, exchange groups, etc)

- New markets: Central Asia, Iran, Latin America, Turkey, Africa (as affluence increases)

- Increased specialisation – world class doesn't just mean very good, it means a world player.

If you're a smallish university with a reputation within a narrow field, and you want to survive, look at your assets in a global context, not a domestic one

TNE

For those who can't afford to travel, it's a real opportunity to get a (UK) education

Campuses

Franchises, licences, partnerships, distance
learning

Interactive web classes

Pathways

Opportunities for wide range of institutions

Develop products for the next tranche:

- Taster courses
- Foundation courses
- Summer schools in-country

Faculty

JWT Education

If we're to teach globalisation, our teachers have to be from around the globe

If we are to attract students from around the globe, our faculty must be global

How are we going to ensure universal standards for faculty members – and how are we going to convince stakeholders that we have succeeded?

Ownership

GATS

Free markets – services as well as goods.

The growth of private providers (c.f. USA).

Increased commercialisation – when does

“running things in a businesslike manner”

become “running a business”?

Business Schools

Training

International Campuses (here, as well as
there)

International Colleges

Threats

Economics resting on a very narrow base
(international students)

Insecure supply

Politics

Increased competition:

- USA/Australia
- Other English speaking countries
- Other western countries (TNE makes teaching in English easier)
- Developing regional centres (e.g. Singapore)

In Conclusion

Of course, there isn't really one.....

Increased competition, increased complexity.

There are as many opportunities as threats from the impact of globalisation – but to make the most of them will require a degree of flexibility not yet displayed by most institutions!

Thank You