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MOTIVATIONS FOR DEVELOPING A TNE PROGRAMME

CONTEXT

- ✘ The University of Westminster has attracted students from Thailand for two decades.
- ✘ The Business School has been the major beneficiary, especially in Marketing and International Business.
- ✘ In recent years, the competition has intensified from Universities in both the UK and other countries.

CONSEQUENCE

- ✘ This has led to a fall in enrolments from Thailand.
- ✘ A review of the reasons and a policy to respond.
- ✘ Added a focus on partnership development.
- ✘ Led at DVC level.
- ✘ This is the answer to the first question –
- ✘ **Why choose to develop a TNE degree programme together?**
- ✘

ACTION

- ✘ New International Partnership Strategy with geographical targets, including Thailand.
- ✘ Real difficulty establishing appropriate level contact (needed local input).
- ✘ DVC led delegations, involving all Faculties.
- ✘ Identification of areas of common interest.
- ✘ Discussion with a number of Thai Universities.
- ✘ Led to three Agreements being signed.
- ✘ In the first place, aim was to put partnership agreements in place for students to progress to UoW.

A BOOST OCCURRED.....

- ✘ British Council and OHEC TNE Development Project, started in January 2016.
- ✘ Focus on double degrees and subject areas associated with Thai 4.0 engines of growth.
- ✘ UoW Business School launching new degrees in Entrepreneurship and digital business.
- ✘ An obvious fit with similar programmes being launched or considered in Thailand.

SHORT TERM AIM

- ✘ To set up a double degree in Digital Business and/or Entrepreneurship.
- ✘ To get proposals at UK and Thai ends accepted.
- ✘ Achieve sufficient demand to get the offer off the ground.
- ✘ Both courses/programmes validated and students recruited for start in August, September, 2018.

CHANGES IN CONTEXT

- ✘ New VC at UoW.
- ✘ Restructuring of 5 Faculties into 3 Colleges, each with 4 Schools.
- ✘ Changes in personnel, strategy.
- ✘ Causes uncertainty and review.
- ✘ This is a perennial factor in TNE and a big, potential, disrupter. Beware!

LONG TERM AIM

- ✘ To achieve sustainable partnerships and programmes which lead to student numbers that uphold the partnership and generate acceptable returns on investment.
- ✘ To explore and introduce programmes in other subject areas.
- ✘ To explore opportunities for research and other mobility opportunities.

WHAT NEXT?

- ✘ A time of reflection.
- ✘ Assess what is possible within UoW's new strategy and context.
- ✘ Pause to establish demand levels on the new courses.
- ✘ Effect on ambitions of Thai Universities – under pressure to adapt.