MOTIVATIONS FOR DEVELOPING A TNE PROGRAMME

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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.
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?
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......

- 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.