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The European Study choice platform

# What we learned about Finland

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&  
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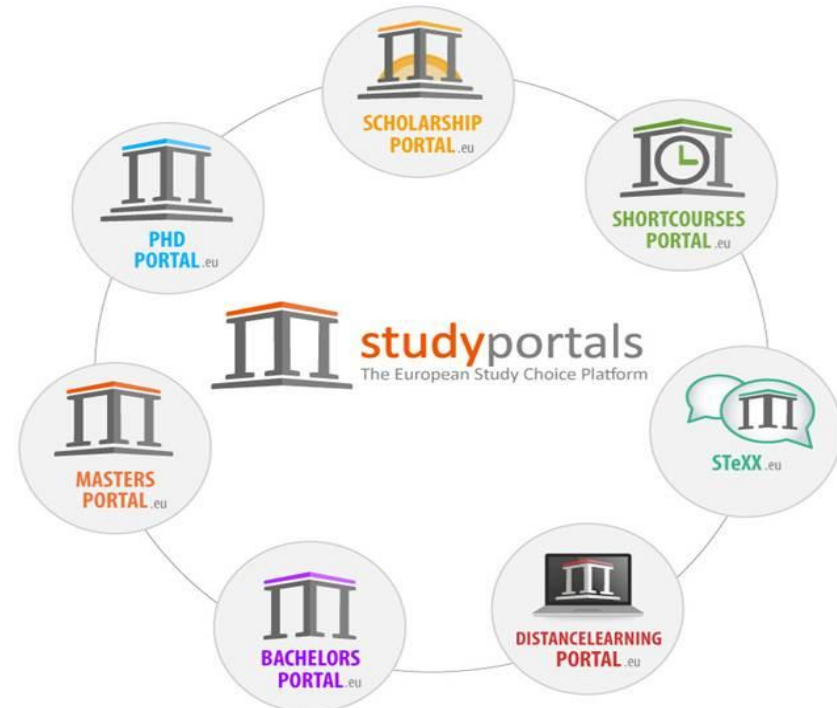
# Today's Presentation

*What we learned about Finland – a European perspective*



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- Overview of Finnish HE
- Supply and Demand
- Comparison with Denmark, Netherlands, Norway, Sweden
- International student satisfaction Survey for Europe and Finland
- Conclusion on what we learned about Finland



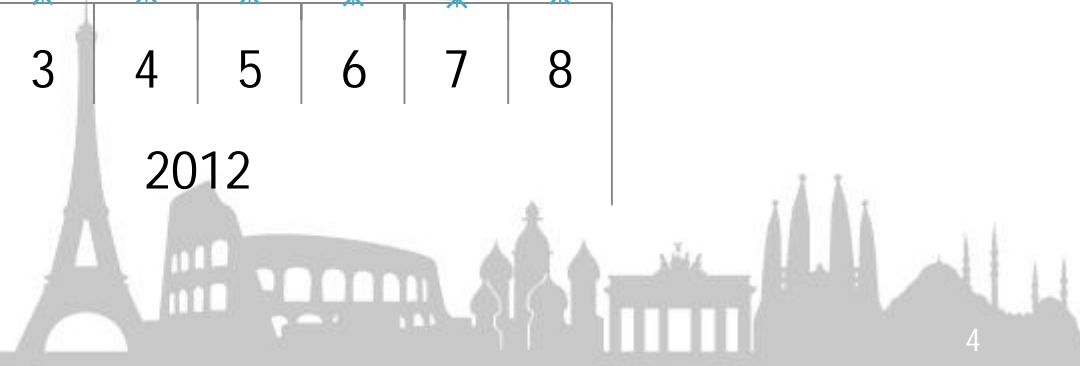
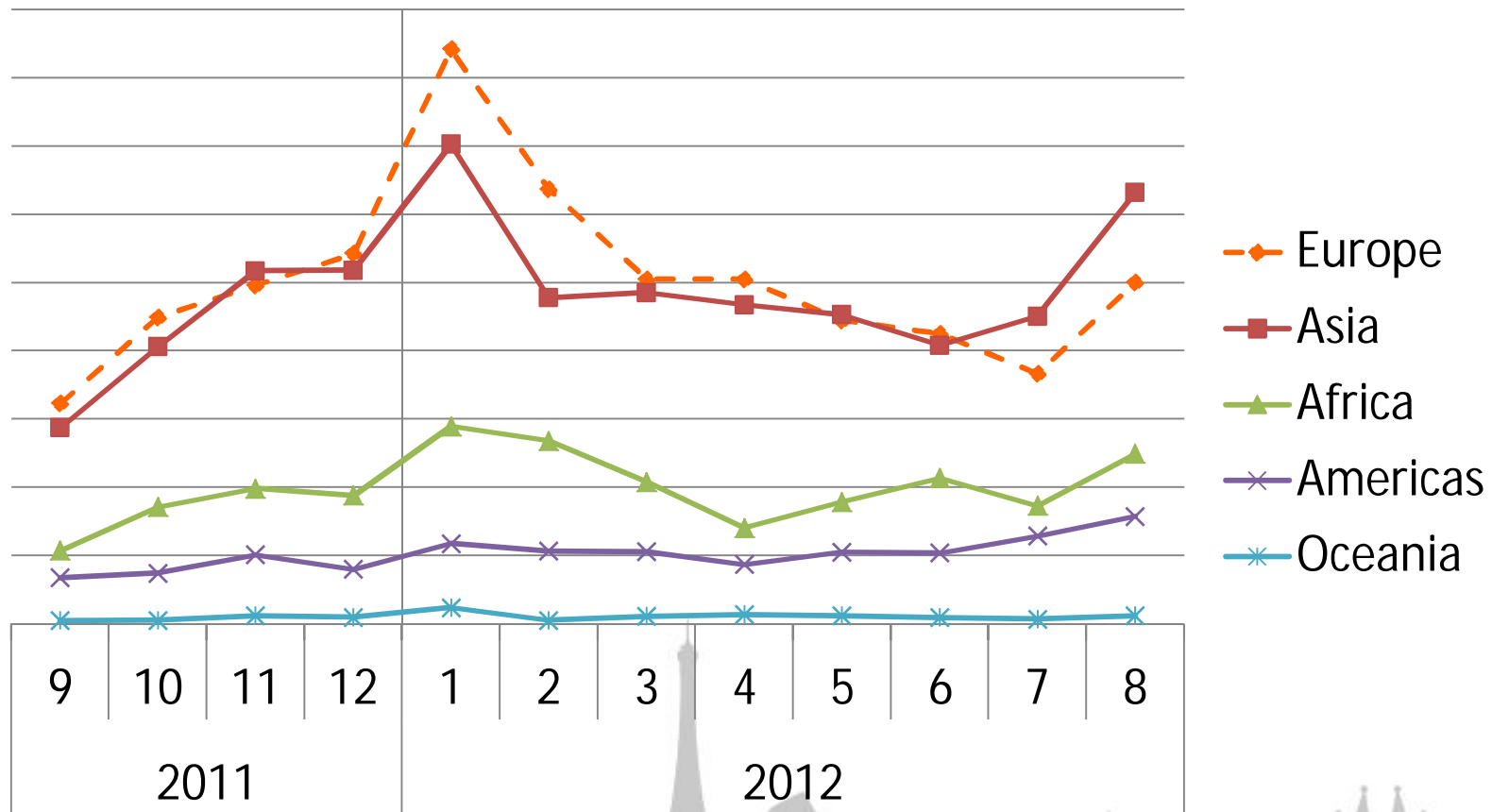
## Overview of Finnish Higher Education - “Supply”

- Number of Institutions
  - 14 Universities
  - 25 Universities of Applied Sciences
- Number of programmes in total: ?? Of which English programmes: 399
  - English programmes split by level
  - 114 Bachelors Degrees
  - 285 Masters Degrees
- English programmes published on StudyPortals.eu
  - 83 Bachelor’s in Finland ( [BachelorsPortal.eu](#) )
  - 263 Master’s in Finland ( [MastersPortal.eu](#) )

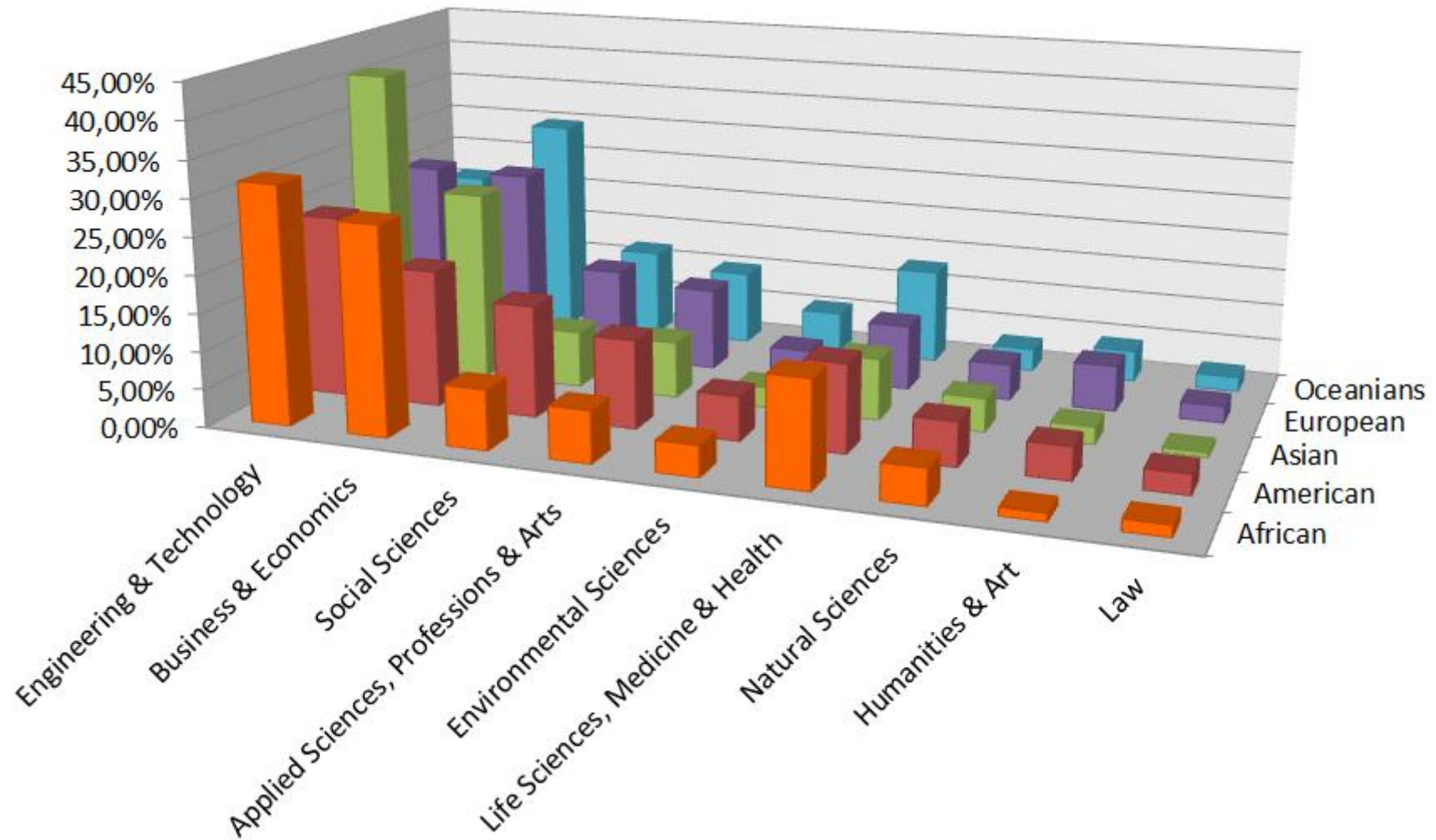




## Student-orientation pattern



## Popularity within academic disciplines





## Top 10 countries interested in Finland

Country	% clicks
India	7,7%
Pakistan	6,2%
Finland	5,4%
Iran	4,9%
United Kingdom	4,5%
United States	4,2%
Nigeria	3,5%
Germany	3,3%
Greece	2,9%
Russia	2,7%



## Top 10 countries – University of Technology

Country	% clicks
India	13,7 %
Pakistan	6,5 %
Iran	4,6 %
Finland	4,3 %
United Kingdom	3,5 %
United States	3,3 %
Turkey	3,3 %
Germany	3,1 %
Greece	2,9 %
Russia	2,7 %

Country	% clicks
India	15,3 %
Iran	8,0 %
Finland	5,9 %
Iran	4,9 %
Turkey	3,5 %
United Kingdom	3,0 %
Germany	2,9 %
Bangladesh	2,7 %
United States	2,6 %
Egypt	2,5 %





## Top 10 countries – “Classical” University

Country	% clicks
India	6,7 %
United Kingdom	5,2 %
Turkey	4,6 %
Pakistan	4,5 %
United States	4,3 %
Germany	4,3 %
Nigeria	3,5 %
Iran	3,3 %
Finland	2,4 %
Italy	2,3 %

Country	% clicks
United States	6,2 %
United Kingdom	5,7 %
India	4,1 %
Germany	4,0 %
Pakistan	3,8 %
Finland	3,2 %
Nigeria	3,1 %
Cameroon	3,0 %
Turkey	2,6 %
Italy	2,6 %

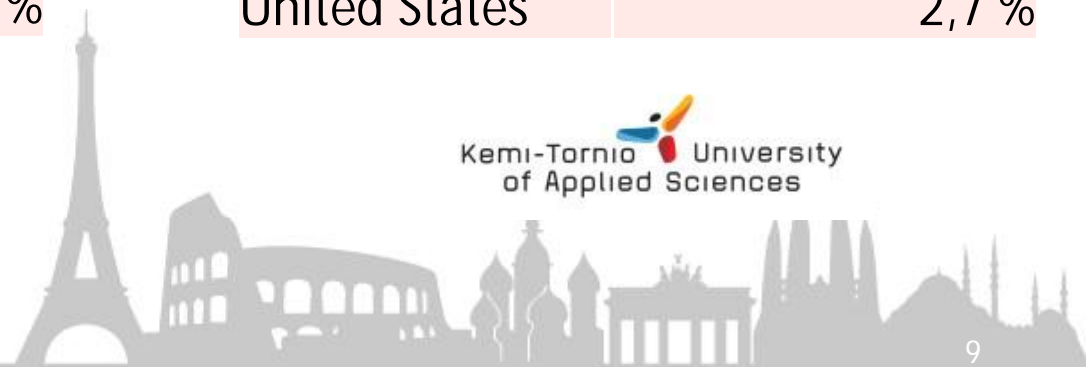




## Top 10 countries – University of Applied Sciences / Bachelor

Country	% clicks
Pakistan	7,4 %
Cameroon	4,9 %
Ghana	4,9 %
Finland	4,9 %
India	4,2 %
United States	3,9 %
France	3,3 %
Nigeria	3,1 %
Bangladesh	2,8 %
Italy	2,8 %

Country	% clicks
Pakistan	5,8 %
Finland	5,7 %
United Kingdom	4,7 %
Germany	3,8 %
Nepal	3,8 %
Cameroon	3,5 %
Russia	3,1 %
Nigeria	2,9 %
Ghana	2,7 %
United States	2,7 %

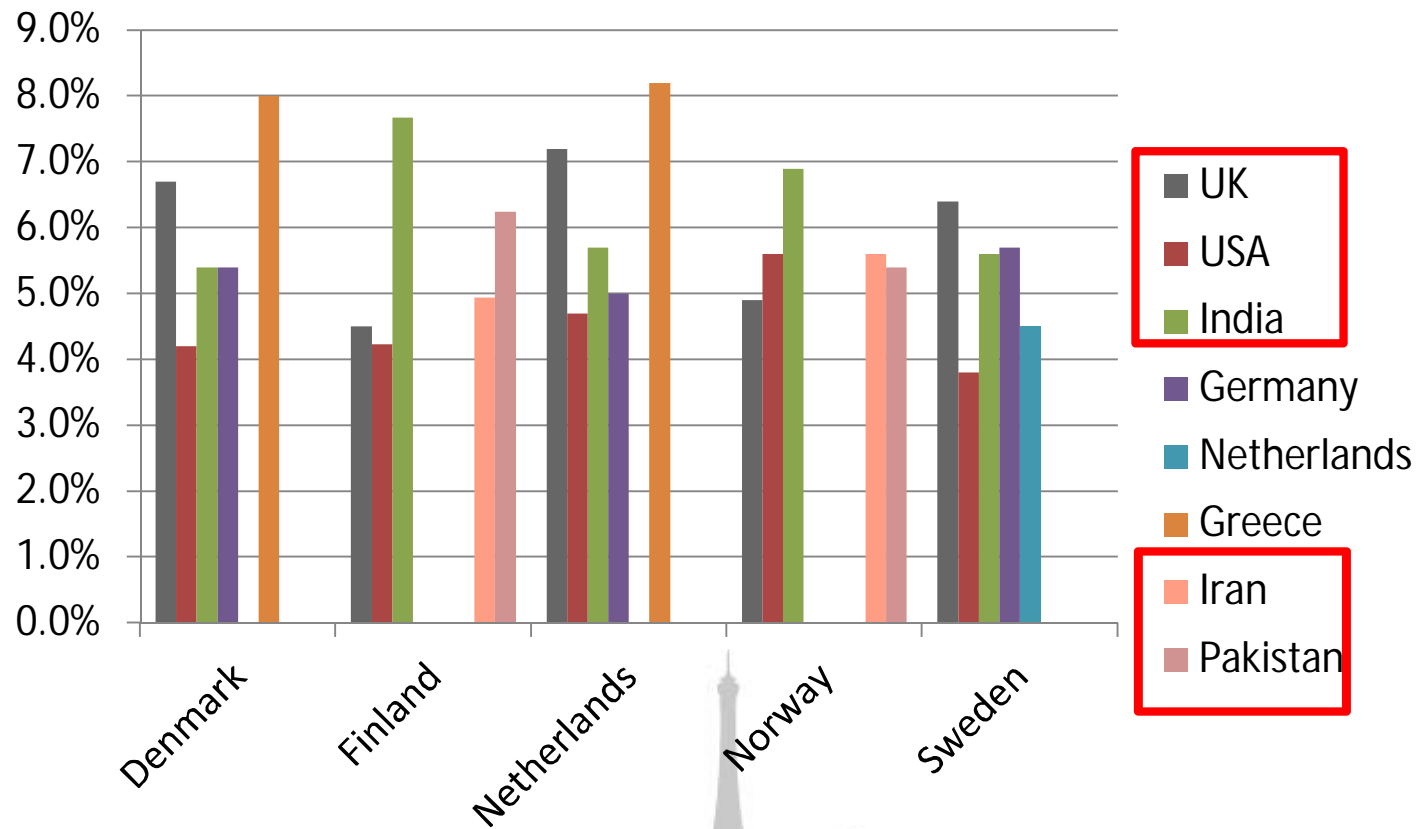


# Comparing Finland to Denmark, Netherlands, Norway, Sweden

*What we learned about Finland – a European perspective*

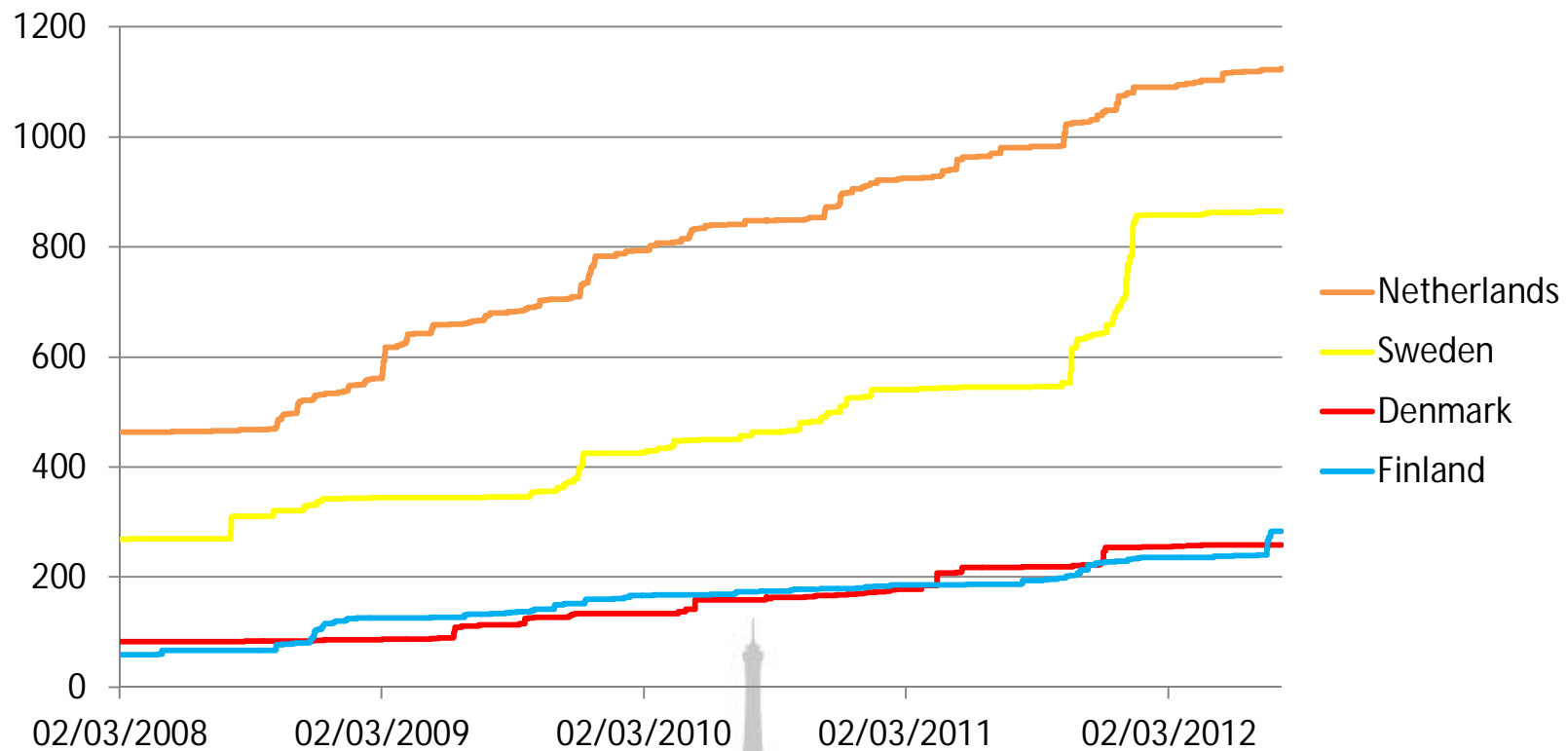


## Top 5 Countries





## Number of programmes online



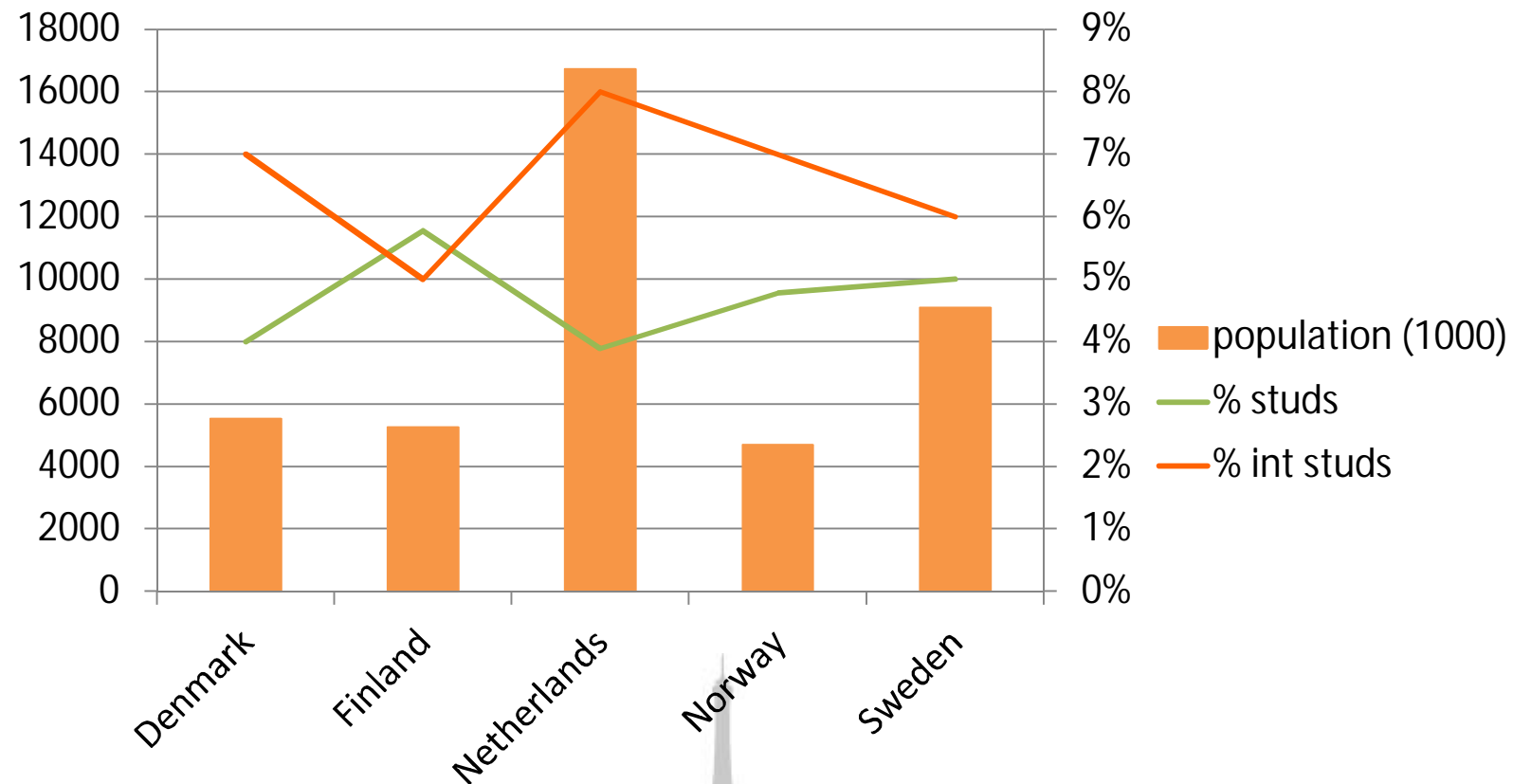
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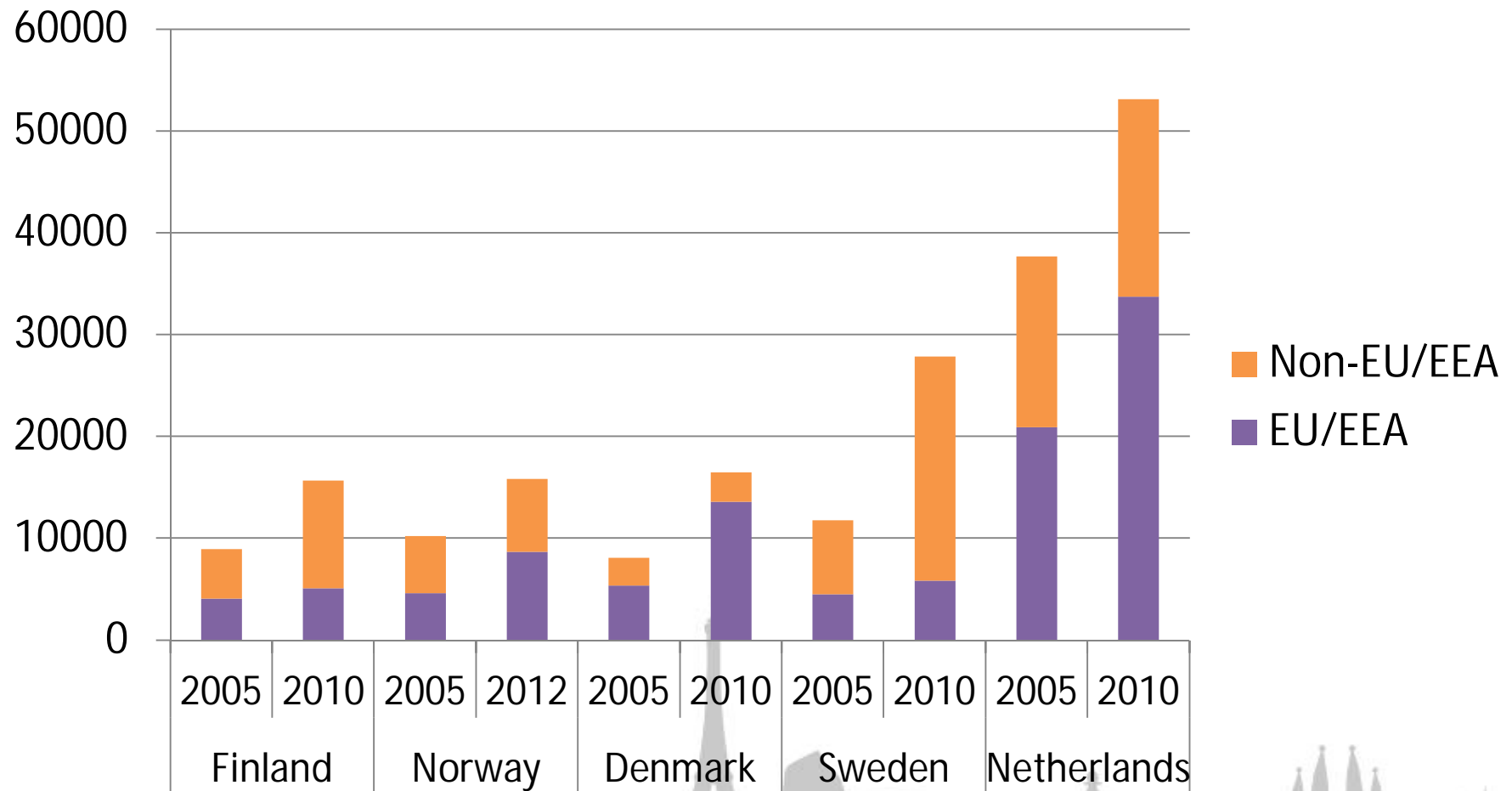
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## Students per country (of total population)



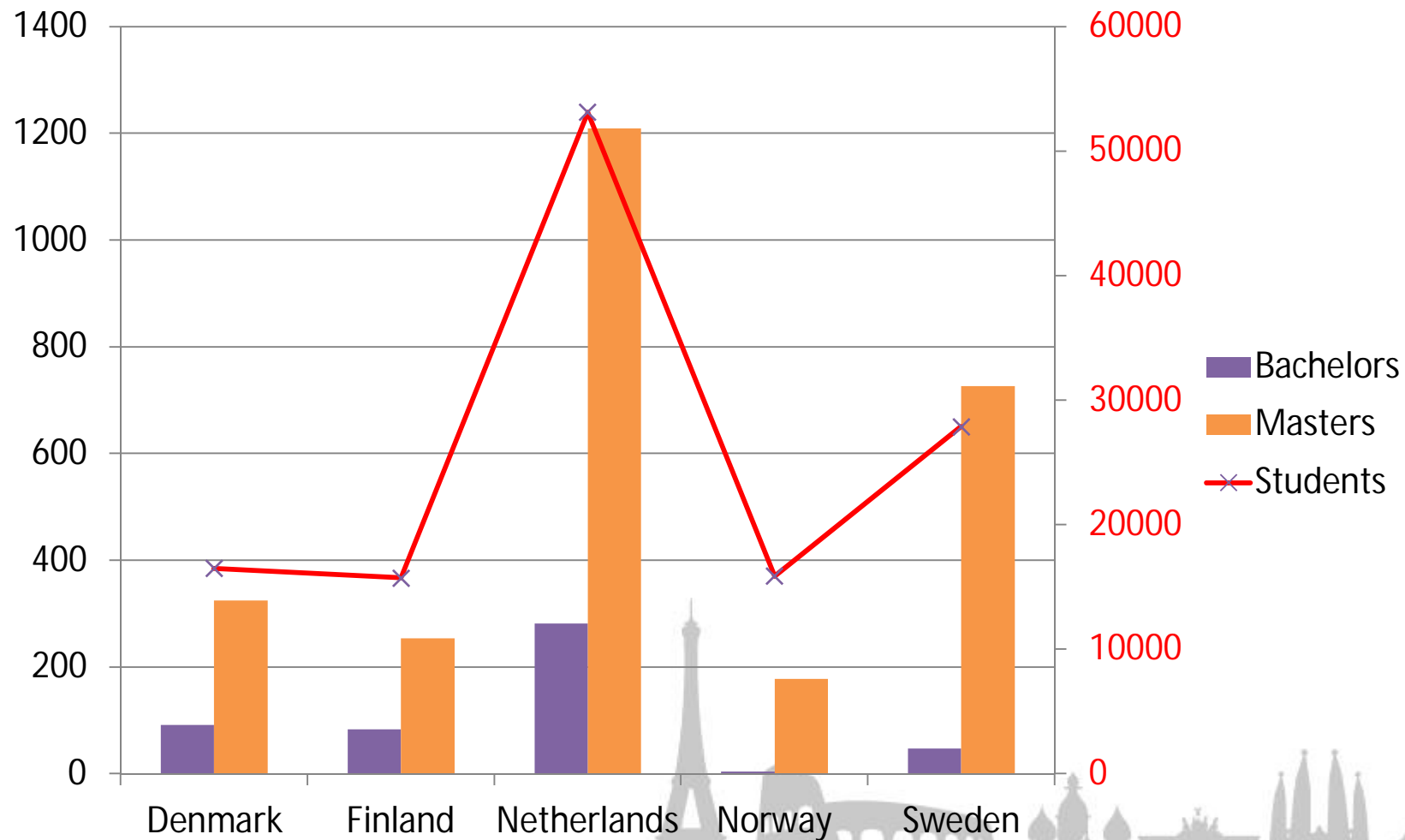


## International students



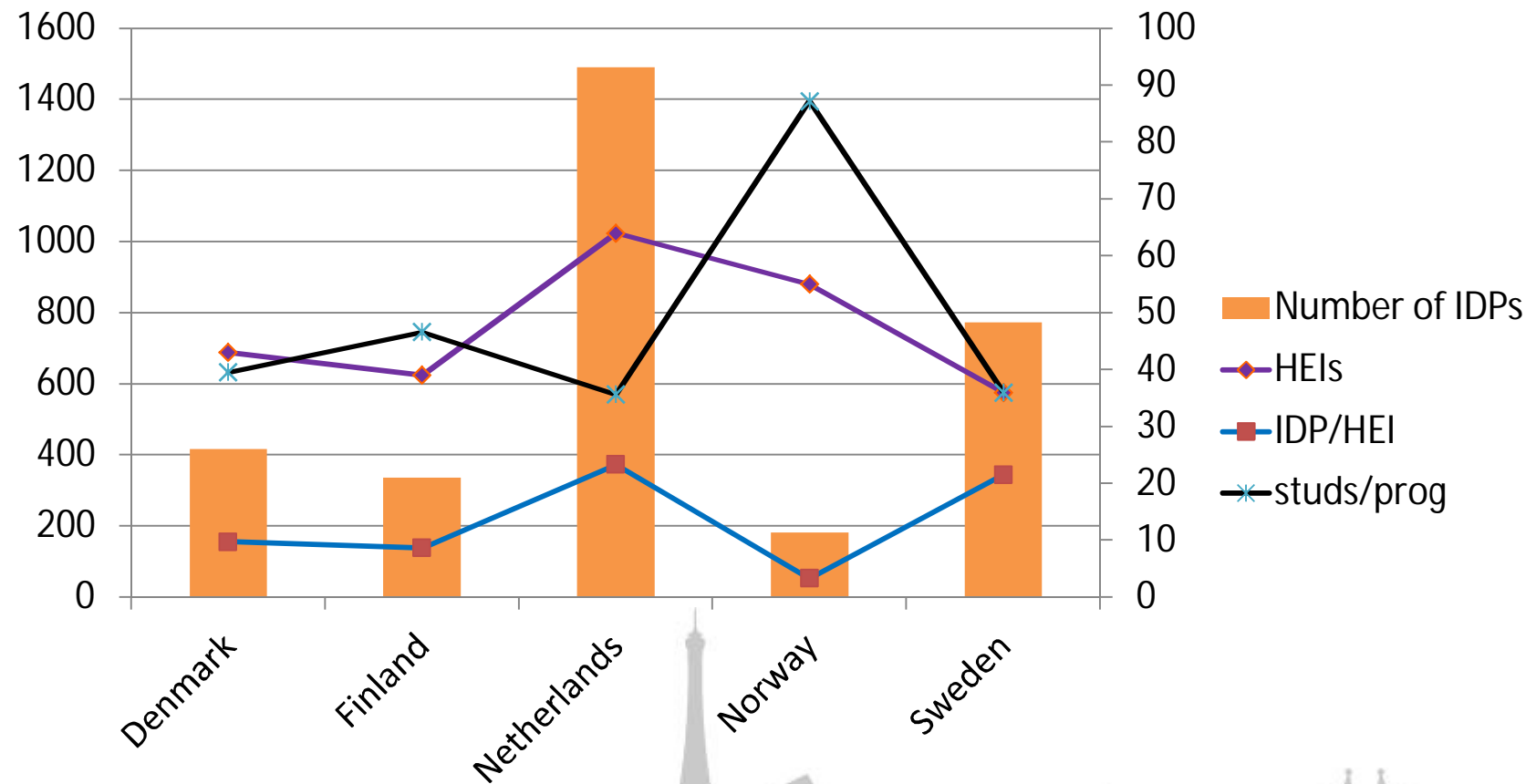


## Programmes vs students





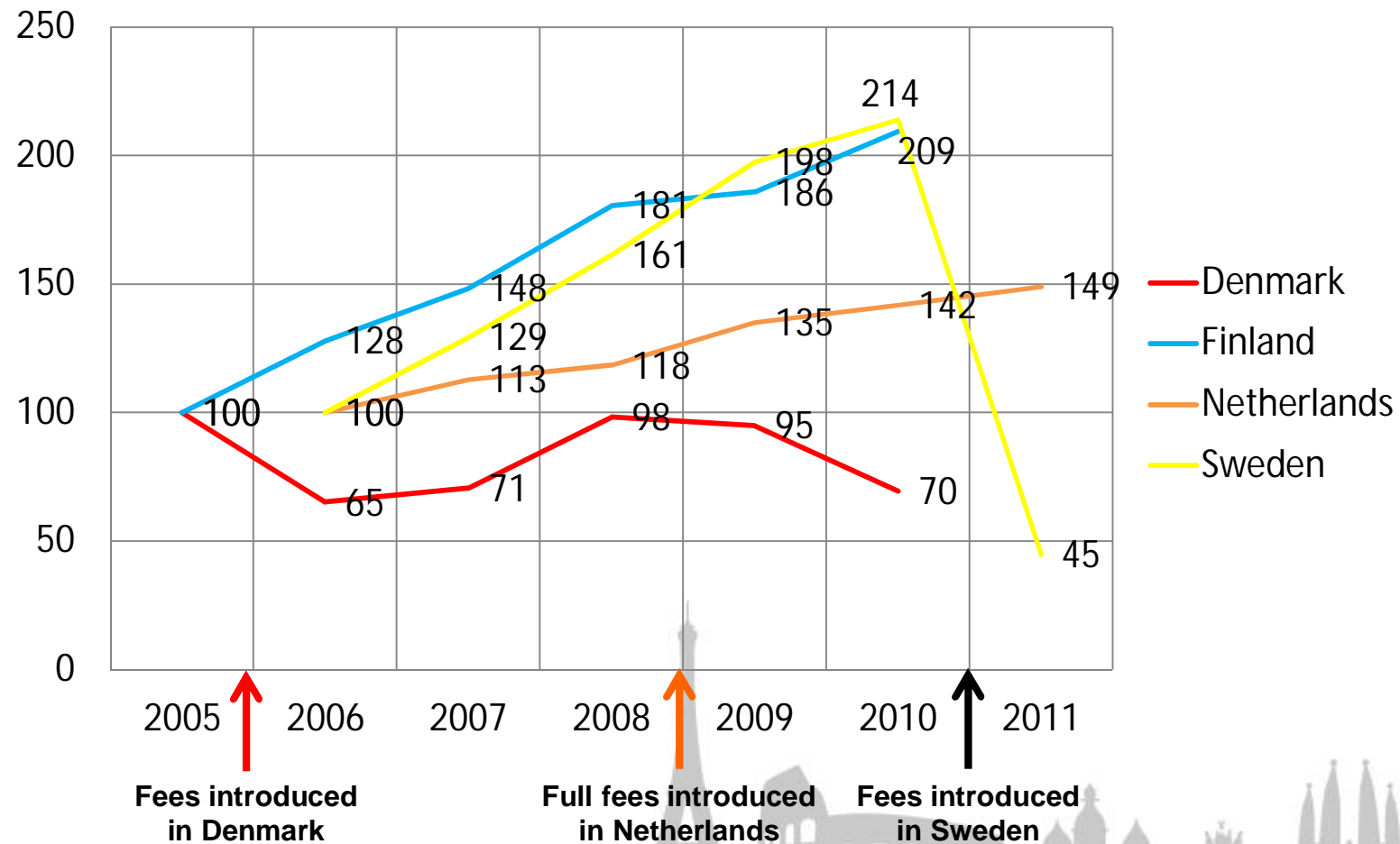
## Students per programme







## Intake non-EEA students (indexed)



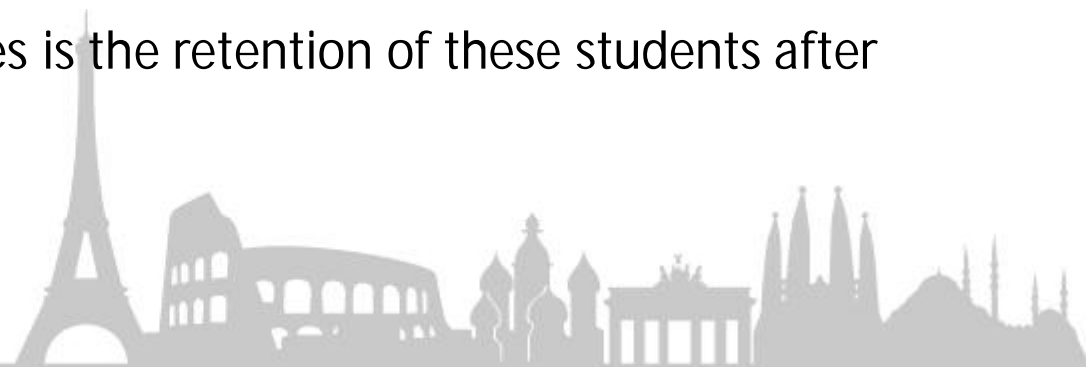
# Comparing Finland to Denmark, Netherlands, Norway, Sweden

*What we learned about Finland – a European perspective*



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- (supra) national policy efforts to attract international students to HE
- Policy to attract international talent performed by different gov. agencies
- Cooperation with CIMO and UAF since Autumn 2009
- Cooperation with “colleague” agencies for internationalisation in Europe
- Different approaches towards destination marketing and objectives
- Common challenge for agencies is the retention of these students after graduation



# Comparing Finland to Denmark, Netherlands, Norway, Sweden

What we learned about Finland – a European perspective



Population:	16,730,000	# of Students:	656,000*
# of Int. Students:	82,000*	# of Institutes:	77
Education Expenditure:	59% of GDP	Academic Year:	Runs from September to July

\*= Approx. total

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## Study in Netherlands

Holland stands out for its great inventiveness, its problem-solving attitude and its openness to the world. Studying in Holland offers you the space to be a pioneer, be creative and get connected.

The more than 1,700 English-taught study programmes and courses cover a broad range of fields. All programmes and courses lead to a bachelors, masters or PhD degree, a diploma or certificate.

- Study in Netherlands
- Research and Career
- Living in Netherlands
- Nuffic objectives
  - Building awareness
  - Extensive Information
  - Attractive & interactive
  - Optimising conversion
  - Targeted campaign



# International Student Satisfaction

## Student Experiences on Stexx.eu



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### Related experiences

Education offered there is high



Anonymous student studied in Helsinki, Finland

Education offered there is high level and all lectures are interesting; you get all needed equipment for your studies easily. Most of the stuff speaks really good English. There you can find a healthy and cheap food in the cafeteria, high level library, a good condition sport hall and a student room for ...

[Read Full Experience](#)

Nice city, university, people & facilities



Anonymous student studied in Helsinki, Finland

Helsinki is a nice city. There is no university fee; professors in the university are good and professionals; enough student organisations to join (from singing in a choir to political interests) a lot of student parties. I find

## Study experience: Erasmus Student Network



Marco La Rosa

Studied in [Helsinki, Finland](#)

View [Bachelor's Programmes](#), [Master's Programmes](#) and [PhD Programmes](#) at this university

Studied at: **Erasmus Student Network**

Study period: **Aug '10 – Jul '11**

Experience rating: 9 out of 10

Member of: **ESN**

Type of study: **Exchange, Fulltime**

### Finland wasn't my first choice ...

Jul '11

*Overall / Other*

Finland wasn't my first choice, I have to be honest, I wanted to go to Ireland or Sweden first, but Finland, my third choice, was the only one that could guarantee 1 year of exchange. I don't know how it would have been in the other two countries, but Finland... it was great!



7 out of 7 found this review helpful

Report

### I first studied in Jyväskylä

Jul '11

*Costs & Funding Overall / Other*

I first studied in Jyväskylä, I didn't even know that there was a city with this name before! I stayed there for the summer, studying Finnish at the local university, an amazing opportunity which allowed me to receive a lump sum of 500 euro to study Finnish before the official 10-months exchange.



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- We have over 41,100 reviews online
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#### Articles about studying in Europe

Below you can find a collection of useful articles about different aspects of studying in Europe. All articles are written by students to provide you with first-hand information from a student's perspective!



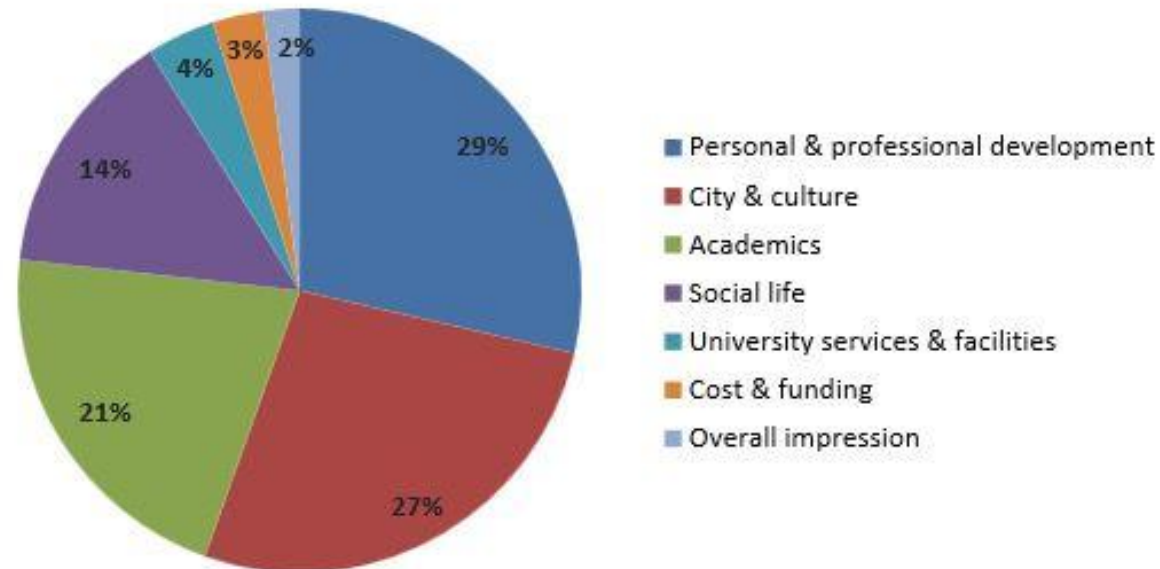
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# International Student Satisfaction

## Student Experiences on Stexx.eu

Figure 5: Reasons by category



# International Student Satisfaction

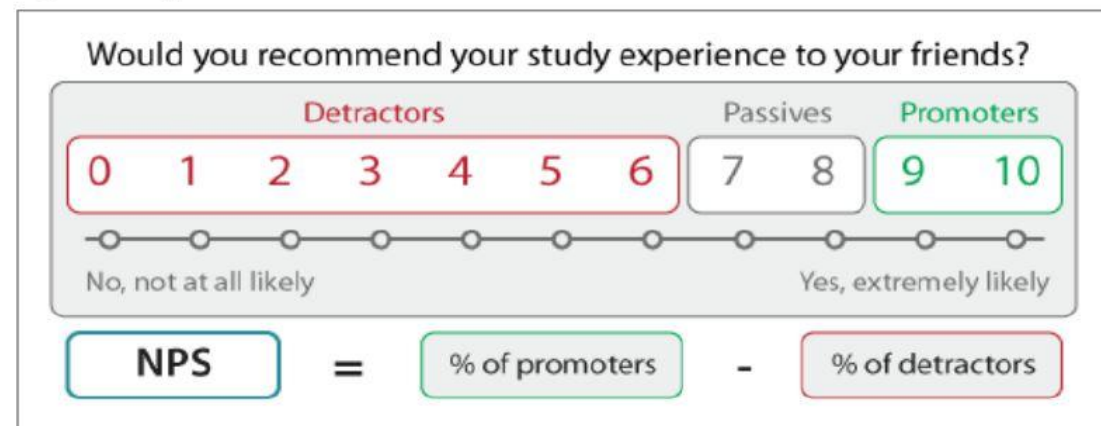
## Student Experiences on Stexx.eu



Destination country	N	NPS
Portugal	29	+83
Poland	39	+79
Switzerland	108	+79
Finland	157	+78
Sweden	170	+78
Belgium	41	+78
Norway	49	+78
Czech Republic	33	+76
Spain	119	+74
Austria	32	+72
Denmark	62	+71
Estonia	34	+71
Italy	73	+70
Slovenia	22	+68
Germany	108	+67
France	109	+63
Netherlands	67	+63
United Kingdom	71	+61
Greece	43	+60
Turkey	24	+50
(All other countries)	92	+76
<b>Total</b>	<b>1482</b>	<b>+72</b>

- 157 student experiences Finland
- Recommend to study abroad in Finland with NPS score of + 78
- Sharing 4th place with Sweden, Belgium and Norway
- Satisfaction determined by Academic / personal and professional development ( jobs ) / city & culture

Figure 1: Explanation of the Net Promoter Score





### What we learned – our observation

- Growth international students in Northern Europe
- Tuition fee for Non EEA, clearly see the presence of Iran and Pakistan with Finland and Norway – these countries are not present with the three others
- Student satisfaction driver – Career opportunities
- International Student in Finland NPS score + 78 recommend as a destination, highest score of Nordics
- Students “less” aware of Finland as destination for HE

