

iED Solutions^{bv}  Tim Rogers
International Education
Consultants, UK

Selling free education

Thijs van Vugt & Tim Rogers

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

iED Solutions^{bv}  Tim Rogers
International Education
Consultants, UK



“And what is your preference in wine—single or double figures?”

© The New Yorker Collection 1988 Arnie Levin from cartoonbank.com. All Rights Reserved.

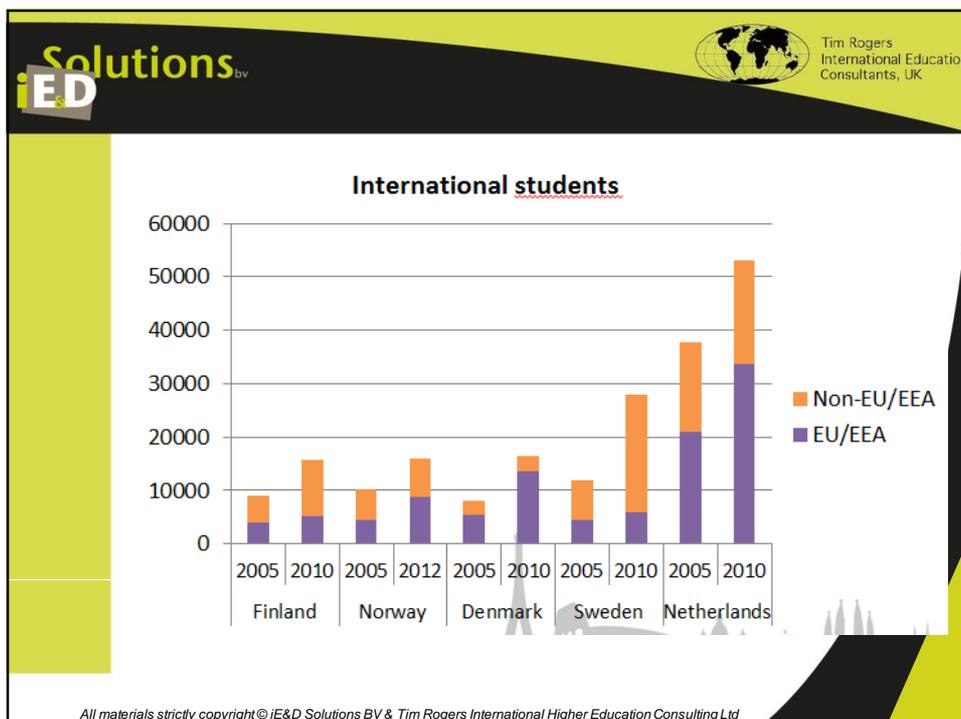
All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions
by **iED** **Agenda**

Tim Rogers
International Education
Consultants, UK

- What's up with Finland?
 - ✓ State of play
 - ✓ Communication & Marketing
 - ✓ Positioning
- Drivers for demand
 - ✓ Proxies for quality
 - ✓ Entry requirements and admissions
 - ✓ Quality of services
- Money matters
 - ✓ Fees, scholarships and enrolment

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

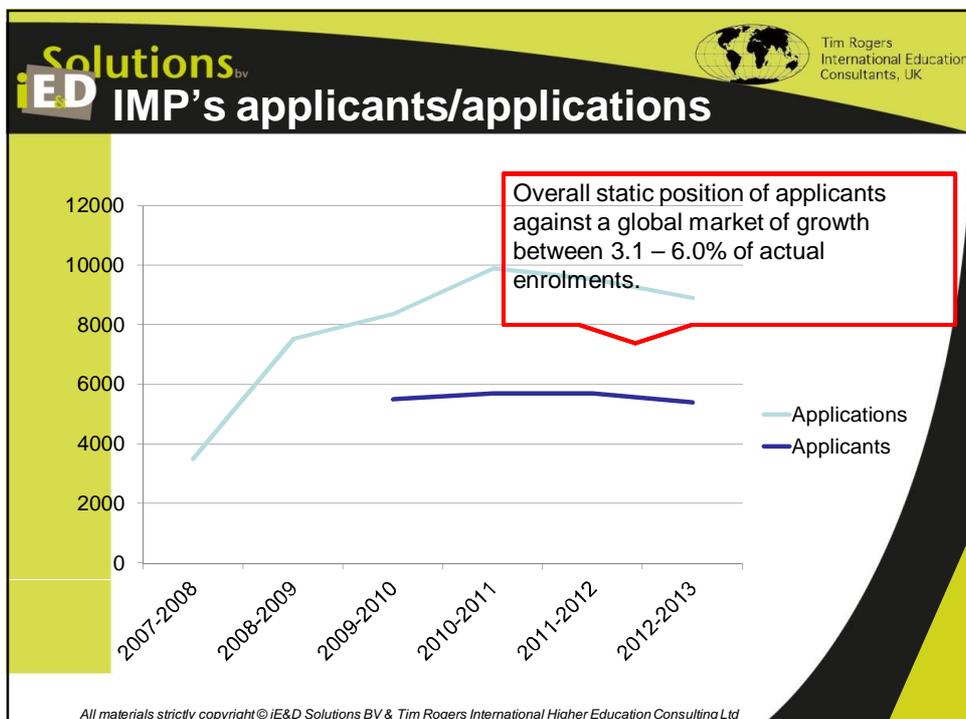


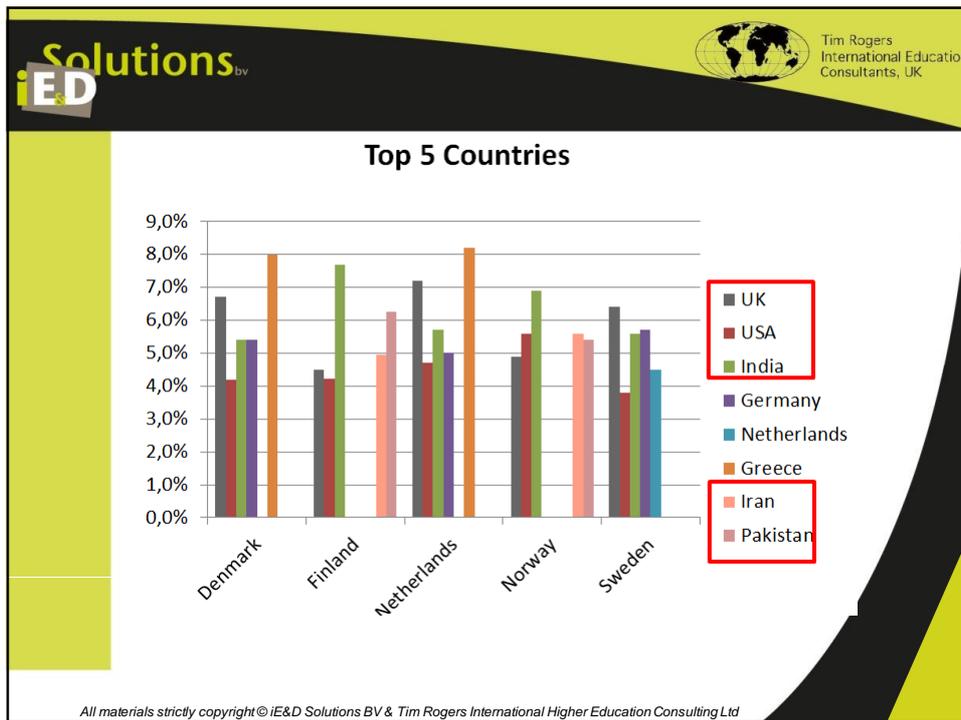
Solutions
by
iED **Exercise**

Tim Rogers
International Education
Consultants, UK

- In your groups discuss:
 - ✓ All of the potential barriers to growing international, full degree student numbers in Finland or Norway
 - ✓ Prioritise the top 5 barriers
 - ✓ Report back

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd





Solutions
by **iED**

Tim Rogers
International Education
Consultants, UK

	Processed applications 2012-2013	Processed applications 2011-2012	Difference in the amount of applications	Applicants 2012-2013	Applicants 2011-2012	Difference in the number of applicants
UAF	8 921	9 527	-6.4 %	5 385	5 698	-5.5 %
Hanken School of Economics	398	413	-3.6 %	398	413	-3.6 %
University of Helsinki	2 240	2 771	-19.2 %	1 869	2 252	-17.0 %
University of Eastern Finland	1 165	953	22.2 %	956	786	21.6 %
University of Jyväskylä	1 021	874	16.8 %	902	802	12.5 %
University of Lapland	121	226	-46.5 %	120	210	-42.9 %
Lappeenranta University of Technology	897	884	1.5 %	781	761	2.6 %
University of Oulu	807	1 049	-23.1 %	725	963	-24.7 %
University of Tampere	870	646	34.7 %	776	589	31.7 %
University of Turku	841	1 006	-16.4 %	770	926	-16.8 %
Åbo Akademi University	561	705	-20.4 %	561	705	-20.4 %

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by **iED** **Why IMPs?**

Tim Rogers
International Education
Consultants, UK

- Route for PhD/academic careers
- Demand
- Internationalisation
- Recruitment – but why?
- The labour market
- Income
- Other factors?

All materials strictly copyright © iED Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by **iED** **Demand**

Tim Rogers
International Education
Consultants, UK

Level of Study; Subject Area; Year:2010/11
Source: HESA Student Record
© British Council 2013

Subject Area	Postgraduate Research	Postgraduate Taught
Medicine & dentistry	5300	849
Subjects allied to medicine	1000	85
Biological sciences	10300	15
Veterinary sciences	100	10
Agriculture & related subjects	30	15
Physical sciences	15	15
Mathematical sciences	1200	15
Computer sciences	80	15
Engineering & technology	12195	15
Architecture, building & planning	2075	15
Social studies	1725	15
Law	14550	15
Business & administrative studies	1825	15
Mass communications and documentation	1700	15
Historical and philosophical studies	1115	15
Languages	1115	15
Creative arts & design	105	15
Education	7990	15
Combined	7000	15

All materials strictly copyright © iED Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by iED Rankings  Tim Rogers International Education Consultants, UK

World University Rankings 2012-2013

World University Rankings 2012-2013				QS RANK	SCHOOL NAME	COUNTRY	QS STARS RATING	OVERALL
Rank	Institution	Location	Overall score					
1	California Institute of Technology	United States	95.5	1	Massachusetts Institute of Technology (MIT)	United States	★★★★★+	100.00
2	Stanford University	United States	93.7	2	University of Cambridge	United Kingdom	★★★★★	99.78
3	University of Oxford	United Kingdom	93.7	3	Harvard University	United States	★★★★★	99.15
4	Harvard University	United States	93.6	4	UCL (University College London)	United Kingdom	★★★★★	98.69
5	Massachusetts Institute of Technology	United States	93.1	5	University of Oxford	United Kingdom	★★★★★	98.57
6	Princeton University	United States	92.7	6	Imperial College London	United Kingdom	★★★★★	98.31
7	University of Cambridge	United Kingdom	92.6	7	Yale University	United States	★★★★★	97.48
8	Imperial College London	United Kingdom	90.6	8	University of Chicago	United States	★★★★★	96.27
9	University of California, Berkeley	United States	90.5	9	Princeton University	United States	★★★★★	95.37
10	University of Chicago	United States	90.4	10	California Institute of Technology (Caltech)	United States	★★★★★	95.05
11	Yale University	United States	89.2	11	Columbia University	United States	★★★★★	94.68
12	ETH Zürich - Swiss Federal Institute of Technology Zürich	Switzerland	87.8	12	University of Pennsylvania	United States	★★★★★	94.50
13	University of California, Los Angeles	United States	87.7	13	ETH Zürich (Swiss Federal Institute of Technology)	Switzerland	★★★★★	92.84
14	Columbia University	United States	87.0	14	Cornell University	United States	★★★★★	92.08
15	University of Pennsylvania	United States	86.6	15	Stanford University	United States	★★★★★	91.68
16	Johns Hopkins University	United States	85.6					
17	University College London	United Kingdom	85.5					
18	Cornell University	United States	83.3					

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by iED Drivers of student demand  Tim Rogers International Education Consultants, UK

- Quality of education
- Employment prospects
- Affordability
- Personal security
- Lifestyle
- Education accessibility

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by **iED** **Entry requirements**

Tim Rogers International Education Consultants, UK

	Qualifying applications	Complete applications	Conditional applications	Reviewable applications*	Sufficient applications	Unqualifying applications
UAF	63,2 %	36,5 %	14,1 %	2,4 %	10,8 %	36,8 %
Hanken School of Economics	82,9 %	51,3 %	22,1 %	0,0 %	10,1 %	17,1 %
University of Helsinki	67,6 %	35,9 %	20,4 %	0,0 %	11,4 %	32,4 %
University of Eastern Finland	53,7 %	37,0 %	4,5 %	2,9 %	10,7 %	46,3 %
University of Jyväskylä	64,3 %	32,7 %	13,4 %	6,4 %	12,2 %	35,7 %
University of Lapland	51,2 %	22,3 %	12,4 %	8,3 %	9,1 %	48,8 %
Lappeenranta University of Technology	67,3 %	41,1 %	14,8 %	0,0 %	11,9 %	32,7 %
University of Oulu	56,1 %	34,3 %	13,8 %	0,0 %	8,8 %	43,9 %
University of Tampere	60,0 %	33,0 %	12,5 %	6,1 %	9,0 %	40,0 %
University of Turku	58,3 %	34,4 %	6,4 %	6,7 %	10,9 %	41,7 %
Åbo Akademi University	67,9 %	41,2 %	18,4 %	0,0 %	10,0 %	32,1 %

* In the reviewable category the university verifies the language skills, after which the status of the application is changed. The numbers in the table above are from the 2nd of May 2013.

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions by **iED** **National agencies**

Tim Rogers International Education Consultants, UK

Study in Finland

Welcome to Study in Finland!
Discover what Finnish higher education can offer international students

This website contains a database of English-language degree and non-degree programmes, information about Finland as a study destination, our higher education institutions, and practicalities concerning scholarships, admissions process and living in Finland.

Quicklinks

- Checklist: Your steps to Finland
- Database of English-language study programmes
- Frequently Asked Questions about studying in Finland
- Summer Schools
- Traineeships in Finland
- Studying Finnish
- Ciência sem Fronteiras (for Brazilians only)

News

- Finnish language courses at Summer Universities 2013
- Five Finnish universities among the best ones
- UEF among the best in 2012

Show all >>>

Your Steps to Finland

CIÊNCIA SEM FRONTEIRAS

"A perfect training for real business life"
"The teachers here encourage us to use our creativity and to develop our own ideas while working self-determined and problem-based", Tara, from South Africa, says...
Read more >>>

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions
iED **Services marketing**

Tim Rogers
International Education
Consultants, UK

- Characteristics of services:
 - ✓ Intangibility
 - ✓ Inseparable from the provider
 - ✓ Variable in quality– bad day of professor.....
 - ✓ Perishable: results from the past.....
 - ✓ Are the result of the interaction between consumer and producer



All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd

Solutions
iED

Tim Rogers
International Education
Consultants, UK



All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd



Tim Rogers
International Education
Consultants, UK

Quality of services

- Service quality:
 - ✓ Reliability
 - ✓ Responsiveness
 - ✓ Assurance
 - ✓ Empathy
 - ✓ Tangibility
- Expectations vs. perception

All materials strictly copyright © iE&D Solutions BV & Tim Rogers International Higher Education Consulting Ltd