

Recruiting International Students through programs taught in English



경희대학교
KYUNG HEE UNIVERSITY

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Kyung Hee University At a Glance



Kyung Hee University at a Glance



- Established in 1949
- Maintains 3 campus (Seoul, Global, Kwangnung)
- Location:
 - Seoul 245 acres
 - Suwon 510 acres (25miles South of Seoul)
 - Gwangneung 12 acres (2.5 miles East of Seoul)
- Undergraduate
 - 21 Colleges / Schools , 81 Departments / Majors
- Graduate
 - 65 Master's Programs , 63 Doctoral Programs,
 - 18 Professional and Special Graduate Schools.
- Student Enrollment : 43,118
 - Undergraduate -34,741
(Seoul 18,467 / Global 16,274)
 - Graduate 8,377
- Full-time professors : 1,453



• Overall Rankings

Evaluation Institution	Joong-Ang Daily	QS World Rankings	QS Asia Rankings	THE World Rankings	Shanghai Rankings
2018	6	264	37	356	339
2017	10	256	33	410	480

• Subject Rankings

- Hospitality & Tourism Management : Ranked 8th
- Bio-Medical Engineering : Ranked 94th
- Nano-Science : Ranked 96th
- Tele-Communication Engineering : 99th

Brief Overview of Issues in Korea

*The World is
a Global Village and
the Peace of the World
Depends on the Peace
of the East. We must
lay the foundation for
Peace and Humanity
with the Spirit of
Global Cooperation
Society.*

- **Number of Korean Students declining**
 - Starting from 2018 the number of high school graduates are smaller than Korean University's quota
- **Reduction of students in higher education**
 - By 2021 56,000 quota will not be fill in universities
 - 38 Higher Educational Institutions will close(reference: financial news 2018.08)
- **MOE announced the 'Study Korea 2023 Project'**
 - Recruit 200,000 international students by 2023
 - Increase the international student population by 5%
- **There are 123,858 international students studying in Korea(2017) (ref: MOE)**
- **Competition to recruit international students is becoming more intense**

OECD : Education at a Glance

*The World is
a Global Village and
the Peoples of the World
are One Human Family.
May We Strive for
Peace and Humanity
with the Spirit of
Global Cooperation
Society.*

- **Ongoing rise in international education**
 - Number of foreign students enrolled worldwide increased by 50% between 2005 and 2012
 - 4.5 million students studied abroad in 2012 and estimate 5 million in 2015.
 - 1) Demand for education worldwide
 - 2) Value of studying at prestigious post-secondary institutions abroad
 - 3) Students who can't enroll in post-secondary education at home
 - 4) Students of high academic achievement studying at high-quality institutions
 - 5) Economic and political considerations prompted some governments and institutions to make major efforts to attract students

Reference : OECD, Education at a Glance & ICEF

- **Origin of Mobile Students**
 - Asia : 55%(1.9 million students, 860,000 are Chinese)
 - Asian Student Destination: US(38%), Australia(15%), UK(11%)
 - Europe : 24%(845,000 students)
 - European Student Destination: Europe(80%) – Due to Erasmus student exchange prog.
 - Africa and Americas : both fewer than 300,000 students
 - African Students Destination: France(35%), UK(12%), Germany(7%)
 - American Students Destination: US(37%), Europe(45%)- Spain(12%)

Reference : OECD, Education at a Glance & ICEF

- **Destination of Mobile Students**

- English speaking countries are the most attractive
 - United States: 3.5 million international students(77% from Asia)
 - United Kingdom: 432,000 international students(52% from Asia)
 - Australia: 336,000 international students(87% from Asia)
 - Canada: 189,000 international students(52% from Asia)

Reference : OECD, Education at a Glance & ICEF

- **Elements of Study Abroad Decision Making**

- 1) Language of Instruction

- Languages that are widely spoken and read are attractive
- English remains a major factor in the prominence of English-speaking destinations
- This element also played an important part in the expansion of English taught programs in non-English-speaking destinations, including those in Europe.

- 2) Quality of Programs

- Study destination attractiveness correlates strongly to perceptions of quality, as derived from international university rankings and etc.

Reference : OECD, Education at a Glance & ICEF

- **Elements of Study Abroad Decision Making**

- 3) Costs of Study

- OECD notes cost as an important consideration but observes as well that higher tuition fees do not necessarily discourage prospective students so long as the quality of education is perceived to be high

Tuition fee structure	OECD and other G20 countries
Different tuition fees for international students than for domestic students	Australia, ¹ Austria, ² Belgium, ^{2,3} Canada, Chile, the Czech Republic, ² Denmark, ² Estonia, ² Greece, Ireland, Luxembourg, the Netherlands, ² New Zealand, ⁴ Poland, ² the Russian Federation, Sweden, ⁵ Turkey, the United Kingdom, ² the United States. ⁶
Same tuition fees for international and domestic students	Brazil, Colombia, France, Germany, Hungary, Israel, Italy, Japan, ⁷ Korea, Mexico, ⁸ Portugal, Spain, Switzerland.
No tuition fees neither for international nor domestic students	Finland, Iceland, Norway, Slovak Republic, Slovenia. ⁹

- 4) Immigration Policy

- This pertains to the ease (and timeliness) with which a student visa can be obtained but also to opportunities for the student to work during or after his or her studies
 - The prospects for immigration after graduation may also be an important factor for students and host countries alike

Reference : OECD, Education at a Glance & ICEF



Kyung Hee University
English Track Program

The English Track Program is a unique undergraduate course plan composed of courses conducted fully in English.

FIELDS OF STUDY

College	Admission Unit	Major
College of Business Administration	Department of Business Administration	- Business Administration
College of Hotel & Tourism Management	School of Hospitality Management	- Hotel Management - Convention Management - Food Service Management
College of International Studies	Department of International Studies	- International Studies
College of Engineering	Department of Nuclear Engineering	- Nuclear Engineering
	Department of Civil Engineering	- Civil Engineering

- English Track Enrolment
 - After 4years, 164 students from 38 countries

Region	Countries
Asia	Nepal, Taiwan, Laos, Malaysia, Myanmar, Bangladesh, Vietnam, Sri Lanka, Singapore, Uzbekistan, Indonesia, Japan, China, Kazakhstan, Thailand, Pakistan, Hong Kong, Fiji, Australia
Europe	Norway, Denmark, Germany, Russia, Romania, Sweden, Spain, Italy, Finland, France
Americas	USA, Brazil, Canada, Peru
Africa	Gambia, Cameroon, Kenya
Middle East	Saudi Arabia, Yemen

Recruiting Students Through English Taught Programs



Recruiting Students Through English Taught Programs



- Advantages of programs taught in English
 - Reduces the length and cost of students studying in Korea
 - i) Average studying period is 5 years(Bachelor Degree)
 - ii) 1 year Korean Language Course + 4 years undergraduate course
 - Vast variety of classes for inbound exchange students
 - Various nationality of international students

Recruiting Students Through English Taught Programs

- Promotion Methods
 - The Korean Wave
 - Kyung Hee University Alumni
 - Overseas Koreans: Korean On-Offline Communities & Newspapers
 - Overseas Korean Language Institutes: Sejong Institutes and
 - Expat Community in Korea
 - Government Scholarship Students from English Speaking Countries
 - Education Agents

Recruiting Students Through English Taught Programs

- Strategic Methods
 - Tweening Programs with Partner Universities(ex, 2+2 & 3+1)
 - Dual Degree Programs with English Speaking Institutes
 - Becoming a Stepping Stone
- Useful tips
 - Students may not know how to speak Korean **AT ALL!!!**
 - i) Make a welcoming pack for them
 - ii) Make sure they learn how to speak a minimum amount of Korean to survive.
 - iii) Assign a local student until they are fully settled in
 - They must know that not all professors are native in English

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Thank you