**Executive Summary**

**Problem**

* What are the most important factors of the expansion in the United States (US) for INTO?
* Which 20 universities should be shortlisted for starting cooperation with INTO?

**Student profile:**

* countries of origin for US international students with the biggest potential are China and India.
* students’ motivations and criteria for choosing an international education are:

1. quality of teaching (university rating),
2. tuition fee,
3. educational offer (degree levels, field of study)
4. location (employability, tolerance & safety, social life)

**University profile:**

* medium enrolment rate (public universities): enrolment between 5000-30000
* foreign students’ enrolment rate lower than 8000
* in universities ranking placed in first 500 or admission rate on an average national level of 62 % (what gives a guarantee that institution offers a fair quality of education)
* degree offer: all the listed universities must offer an Undergraduate programme
* Tuition fees on the average national level (no more than $30000)
* A lower than 5% percentage of international students gives a growth potential.

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| **RECOMMENDED universities meeting the criteria**: | | | | | | | | | | |  | |  | |  | |  |  | |  | |
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**BUSINESS CASE**

## **Business objectives**

* Encourage candidates from the countries with the highest potential (as the international student’s country of origin) to choose INTO as their University Partnership by proposing the optimal offer on financial, educational, geospatial and social level.
* Attract new candidates.
* In longer perspective, increase INTO’s revenue and profit,

and establish INTO brand on the market.

We focus on international students from China and East Asia in the context of the US higher education system.

The objectives of the analysis are:

* establish student profile by:
* confirming countries of origins for US international students
* acquiring an understanding of students' motivations and criteria for choosing an international education
* identifying the factors that come into play when a student is considering to study in the US,
* establish university profile by confirming:
* enrolment rate
* foreign students’ enrolment rate
* universities ranking
* degree offer,
* tuition cost

to answer the question which universities will suit best the students' profile and INTO objectives (medium sized, relatively low number of international students).

Final selection of universities based on the student profile and university profile.

The United States continues to be the top destination for international students. [948,519 international students](https://opendoorsdata.org/data/international-students/enrollment-trends/) from more than [200 places of origin](https://opendoorsdata.org/data/international-students/all-places-of-origin/) studied at U.S (Open door).

China and India remain the leading international student places of origin (Open door).

Major contributing factors in a student’s decision to study in US:

* Enhancing career opportunities and gaining experience for future employment - 78% considered a period of study abroad as a way to better their career opportunities.
* The reputation of academic qualifications and degrees from the U.S. is important for 95% of South Asians and 92% of students from North Africa and the Middle East.
* For 77% the specific program or courses in their area of specialization in universities offer is important.
* The location of the campus does not seem to be particularly important in candidates’ decision. Only 33% declare differently.
* Personal safety and security concerns: 45% of South Asian and 46% of Southeast Asian students found safety important (in comparison to 14% of Europeans)

(Source: Academic Cooperation Association (ACA))

UNIVERSTITIES PROFILE (2021/2022):

* Average medium level university is defined by enrolment number between 5000 up to 15000.
* Average number of international students in US makes an average of 4.6% to 5% (ACA)
* for the universities already in INTO partnership the max. enrolment varies between 400 and 8000 students.
* foreign students’ enrolment percentage is smaller or equal than 5.
* Average national tuition for foreign students is $22 953 for the US.
* Most of the public universities has an average admission rate on the 68 % level (the best one’s report 4-5 %)
* Most of public institutions with lower cost of tuition offers undergraduate programmes.

The universities recommended for the INTO programme meet the above requirements. The final list is filtered by foreign students’ percentage level as a final deciding factor, as this was a factor highlighted by INTO as the most important one.

To have even better picture, the analysis should be continued in the below fields:

* QS world ranking position
* Financial Aid offer
* Safety (tolerance level)
* Post-studies employability
* OPT option (optional Practical Training availability)
* Competition already operating at the university.

Appendix:

Source: https://opendoorsdata.org/annual-release/international-students/

On November 14th, 2022, representatives from the U.S. Department of State, Bureau of Educational and Cultural Affairs, and the Institute of International Education released findings on international students from the Open Doors 2022 Report on International Educational Exchange. View the data release recording and explore key findings, fast facts, data highlights, and data tables on international students.

* New international student enrollments return to pre-pandemic levels.
* International students enrolled for the first time at a U.S. college or university [soared by 80%](https://opendoorsdata.org/data/international-students/new-international-students-enrollment/) year-over-year up to 261,961 students in 2021/22.  This brings new international student totals back to pre-pandemic levels. New international students continued to study in every U.S. state and territory, and all U.S. states experienced an increase in new international student enrollments. Additionally, new enrollments increased across all academic levels.
* China and India represent the majority (52%) of all international students in the United States. China remains the top sending country in 2021/22, with 290,086 students on U.S. campuses (-9% year-over-year). India, the second top-sending country, sent 199,182 international students in 2021/22, an increase of 19% year-over-year.
* Growth among international graduate students.
* The number of [international graduate students](https://opendoorsdata.org/data/international-students/academic-level/) grew by 17 percent and surpassed the number of undergraduate students for the first time in a decade. The total number of graduate students, at 385,097, was higher than the pre-pandemic total.  This growth, particularly at the master’s level, was likely due to increased student interest and pent-up demand from the previous year.
* Undergraduate enrollments continued to decline at 4 percent, though it is important to note that first-year bachelor’s students totals increased by 20 percent.
* The non-degree international student population experienced the sharpest increase of 61 percent due to the resumption of many exchange programs.
* In addition to enrolled international students, more than 184,000 students pursued Optional Practical Training (OPT), a program allowing individuals to gain practical work experiences after academic study.
* Math and computer science surpassed engineering as the leading field of study.
* As in previous years, over half (54 percent) of all international students [studied in STEM fields](https://opendoorsdata.org/data/international-students/fields-of-study/) in 2021/22. This year, math and computer science surpassed engineering as the leading field of study. Just over 200,000 international students studied math and computer science (21 percent) and over 188,000 studied engineering (20 percent).  Other popular fields include business and management (16 percent), social sciences (8 percent), physical and life sciences (8 percent) and the fine and applied arts (5 percent).

Timeline

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