

# **MEGATRENDS** in International Education: Understanding factors that will shape the future

Elizabeth Shepherd  
British Council, London  
20<sup>th</sup> June 2016

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One day we tried to predict the future

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One day we tried to predict the future  
...and failed

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segment of domestic  
students

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Forecast

International

Student

Mobility

purchasing power

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demographics

segment of domestic  
students

Forecast

International

Student

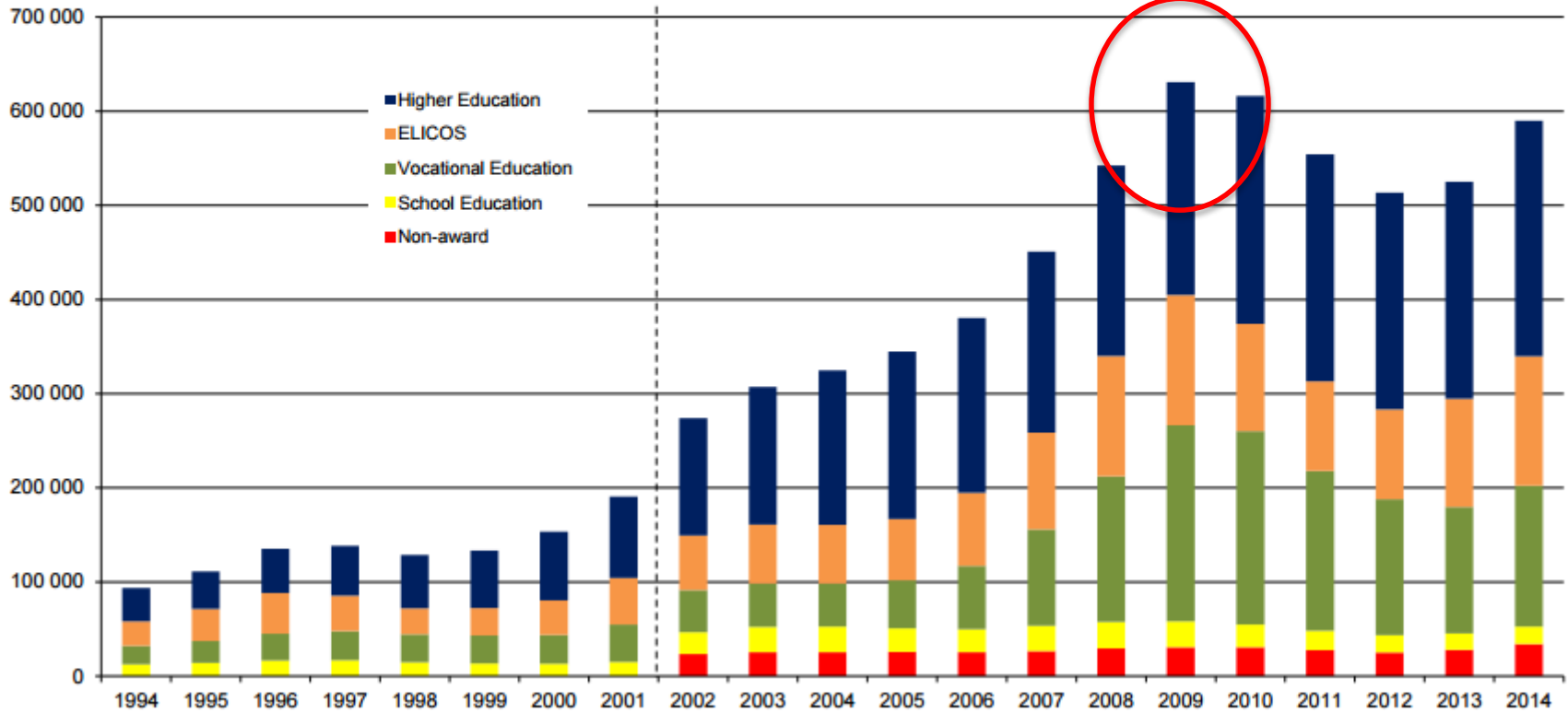
Mobility

purchasing power

economics



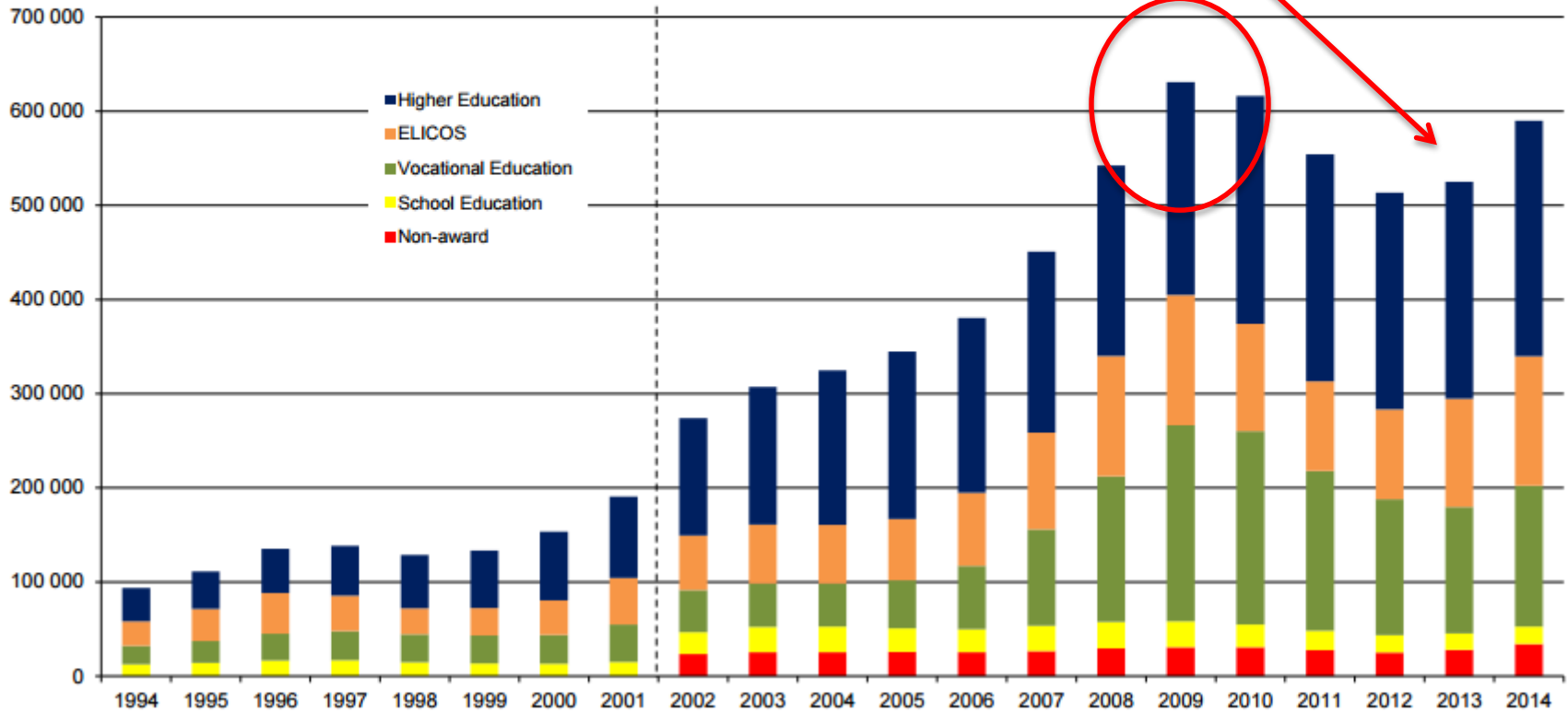
**International Student Enrolments in Australia 1994–2014**



Note: There is a break in series between 2001 and 2002



International Student Enrolments in Australia 1994–2014



Note: There is a break in series between 2001 and 2002

# ‘MEGATRENDS’

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‘long-term driving forces...or trends that influence almost everything at all levels of societal development. They have great importance now, and we are relatively sure they will also have great importance in the future’.

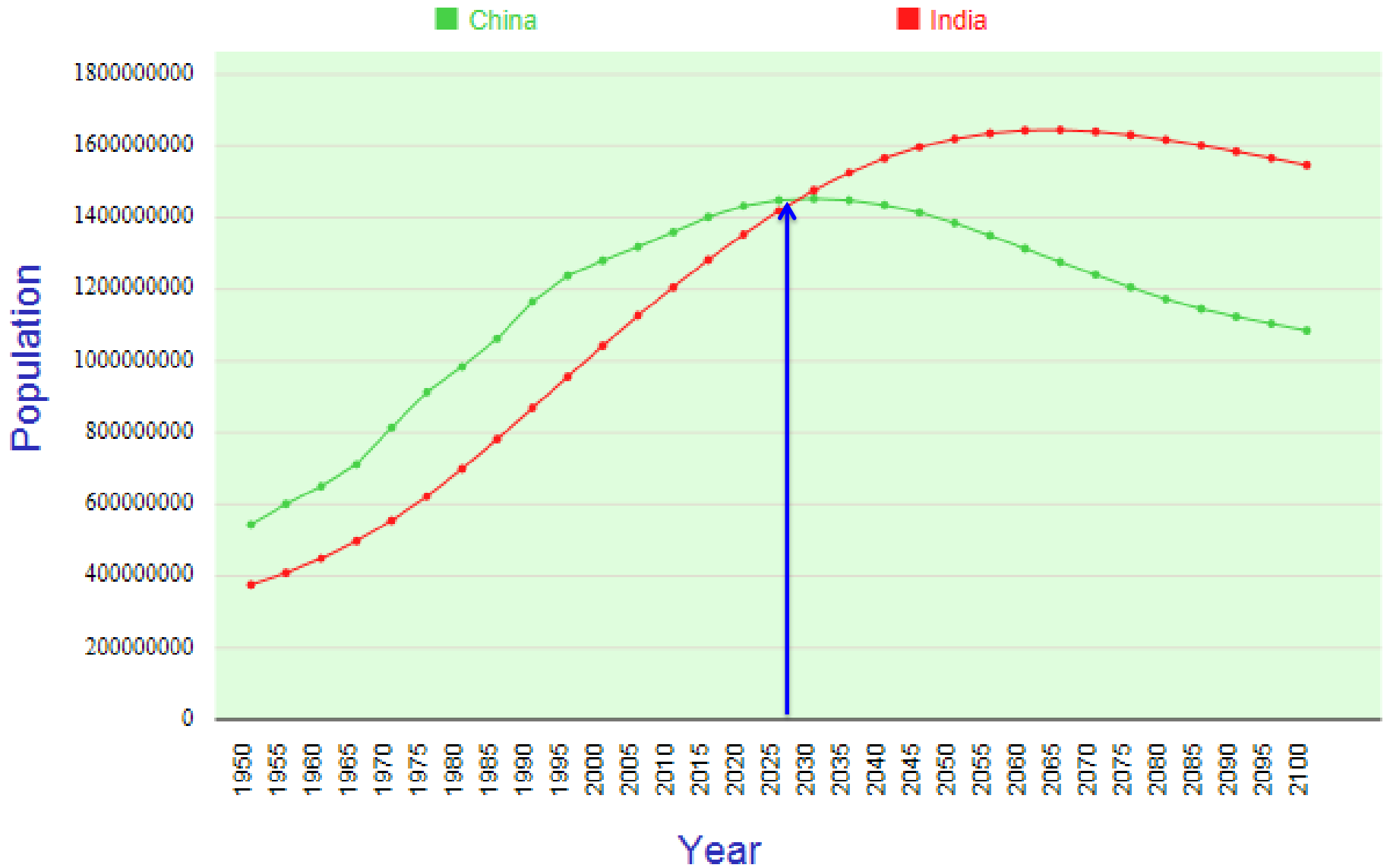
Copenhagen Institute for Future Studies

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# 1. Demographic shifts

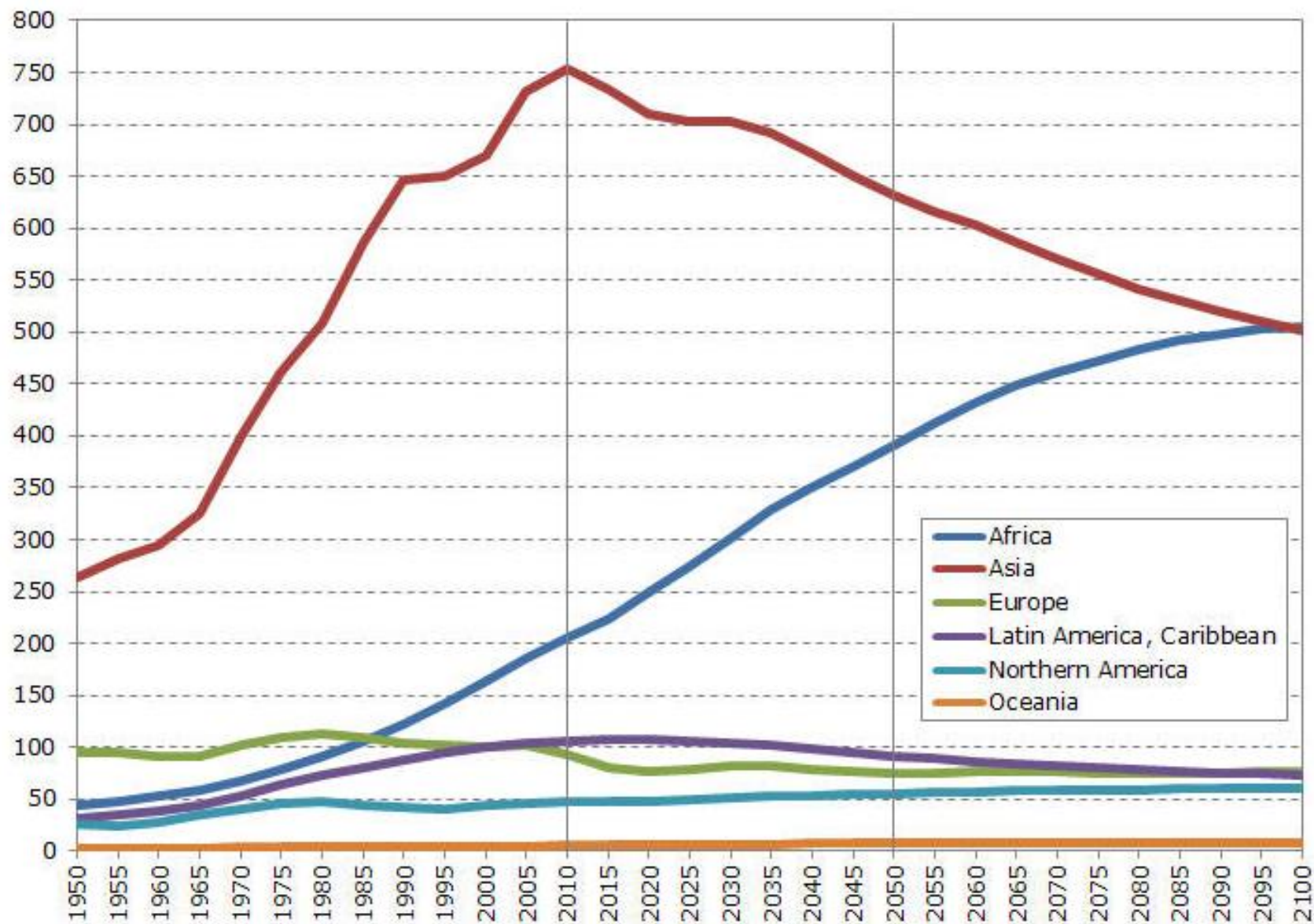
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# India vs China Population



# World Population Prospects, the 2010 Revision

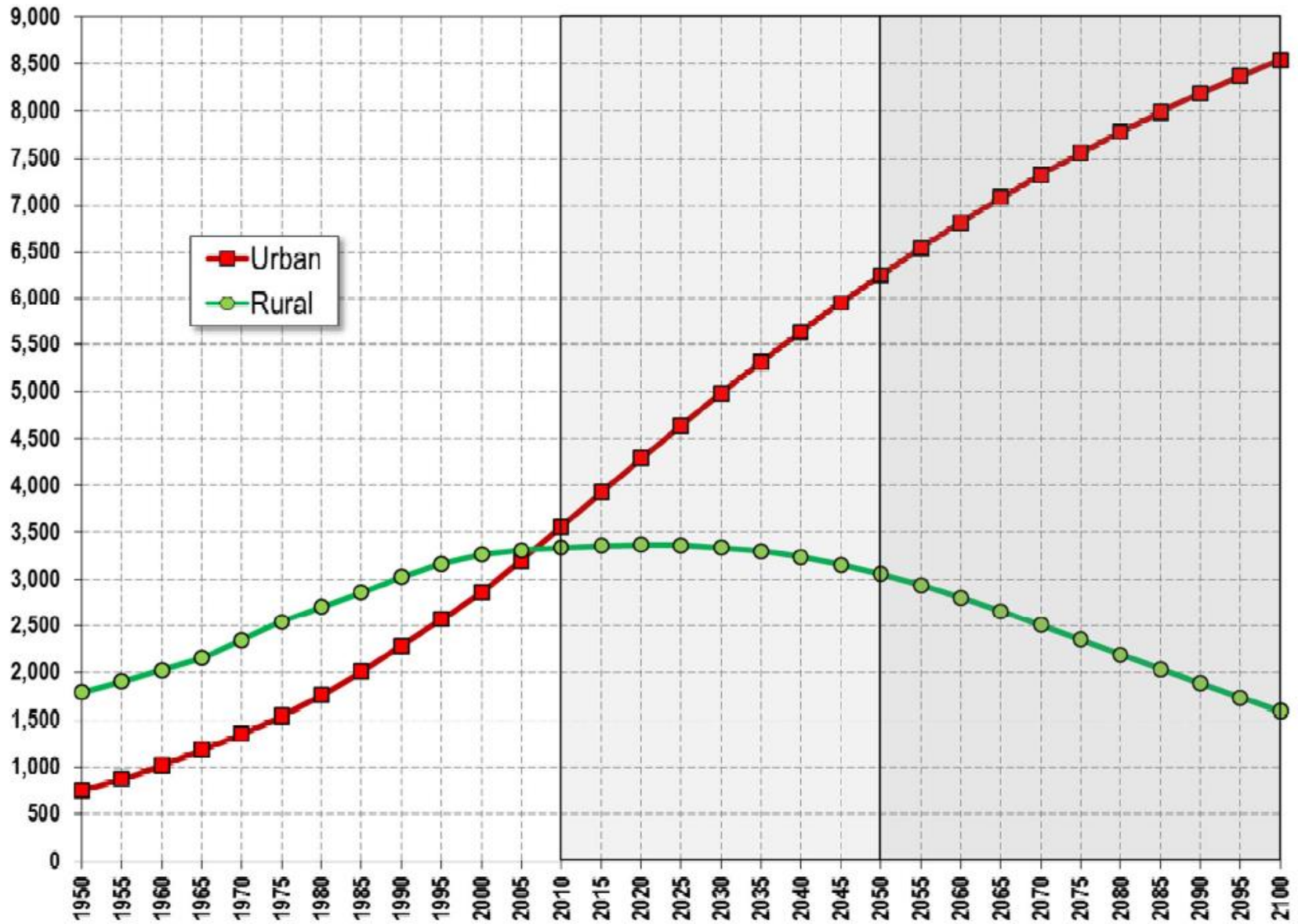
Figure 15: Population age 15-24 by major regions (millions)





# World: Urban and rural Population: 2010-2100

United Nations Department of Economic and Social Affairs – Population Division



## 2. Economic dynamics

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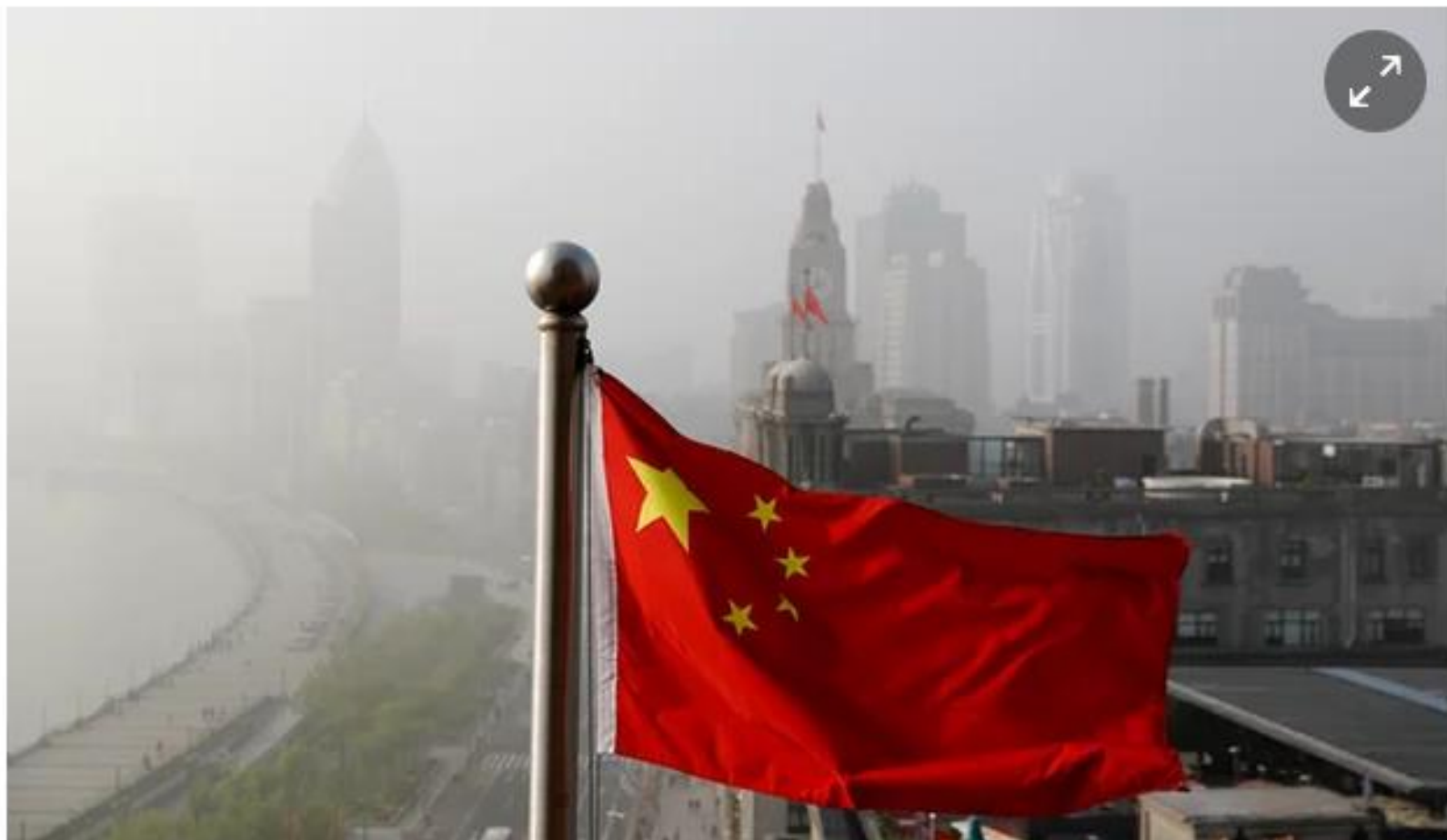
# Growth star India overtakes China as world's fastest growing major economy

GDP growth in India hits 7.3pc at the end of 2015 and will rise to as high as 7.6pc in 2016

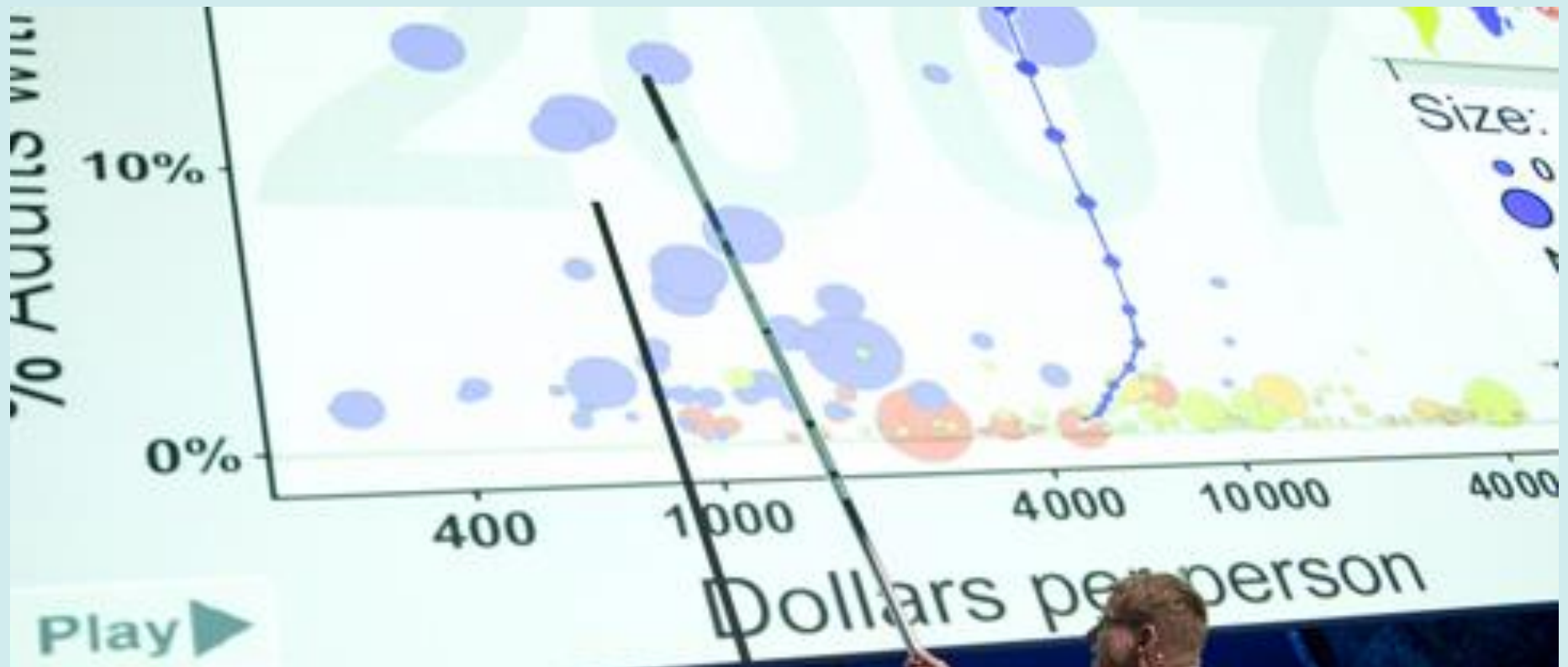


# China's debt is 250% of GDP and 'could be fatal', says government expert

Defaults in the hugely indebted corporate sector could derail state-owned banks, triggering a systemic crisis, economist says







**TED**



# 3. Changes to political conditions

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News Home » World » UK

# UK sees massive fall in Indian student numbers

Kounteya Sinha | TNN | Jan 15, 2016, 09.09 PM IST



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**L**ONDON: Nearly 14,000 fewer Indian students enrolled into a British university for higher education in 2014 compared to 2010.

In what is a massive blow to Britain's education sector, the number of Indian students fell by 10% between 2013 and 2014 alone.

2989



Agra - 152 days ago

British universities are not only costly but student visa does not allow them to stay after graduation to do job unlike USA and Canada. Hence it is not lucrative any more.

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Reply

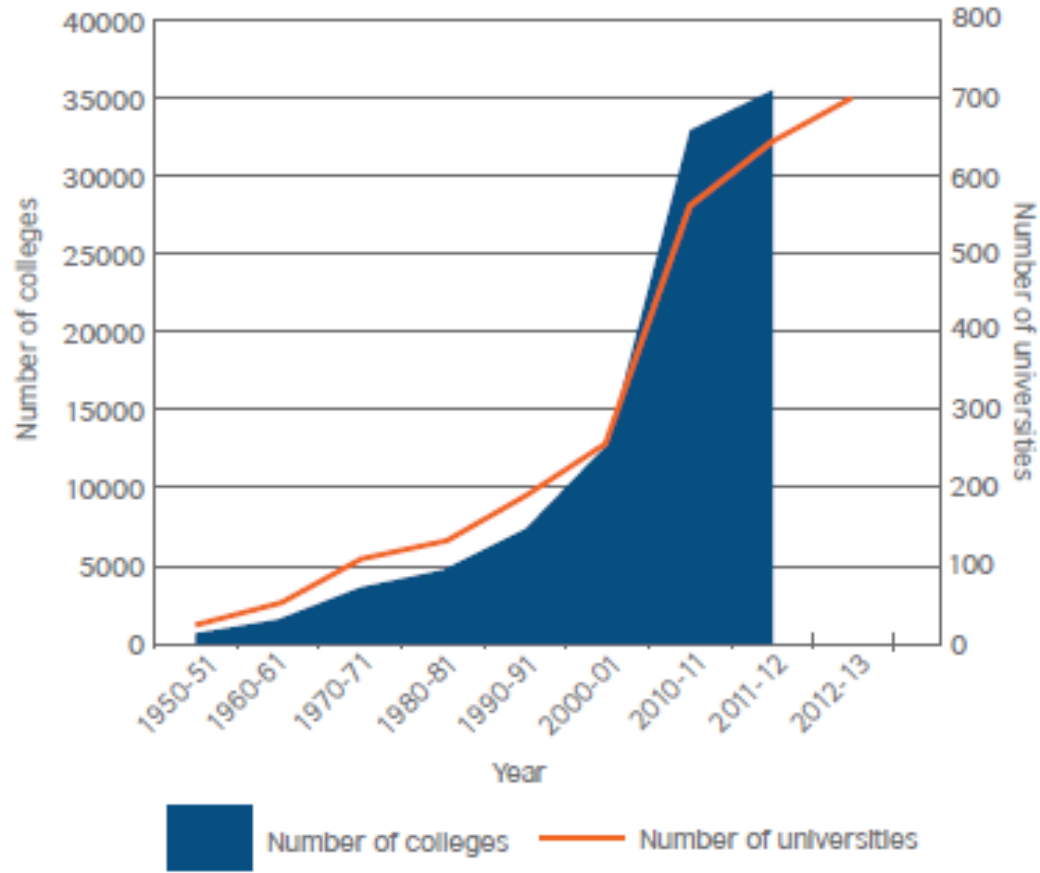
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# 4. Developments in education provision

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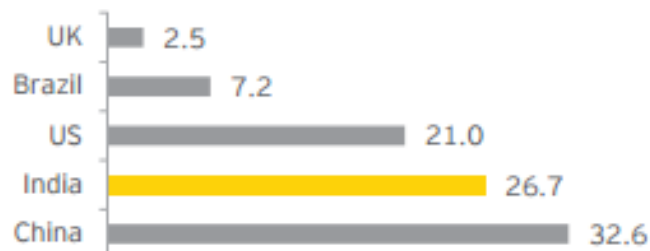
## India - growth in number of higher education institutions



Source: MHRD, UGC

While India has the second highest HE enrolment in the world...

Student enrolment in higher education (2012)



Source: UNESCO

..and also has the largest number of higher education institutes in the world...

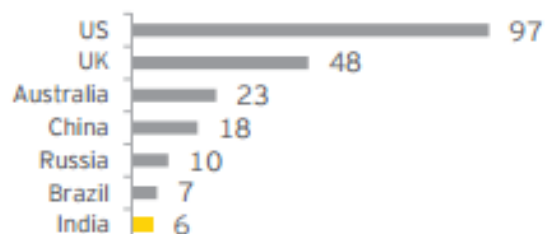
Number of higher education institutions by country (2013)



Source: EY Analysis

...only a few Indian HE institutions are globally ranked

Number of institutes by country in QS World University Rankings (top 500) 2014/15



Criteria for ranking (with weightages)-

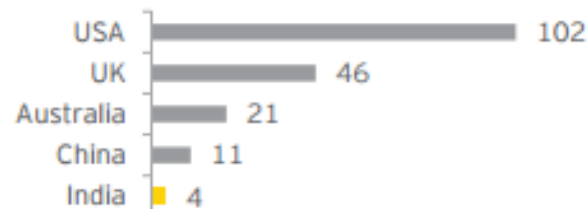
- ▶ Academic reputation (40%)
- ▶ Employer reputation (10%)
- ▶ Faculty-student ratio (20%)
- ▶ Citations per faculty (20%)
- ▶ International student ratio (5%)
- ▶ International staff ratio (5%)

India's standing



Source: QS World Rankings

Number of institutions by country in Times Higher Education World University Rankings (top 400) 2014/15



Criteria for ranking (with weightages)-

- ▶ Research (30%)
- ▶ Citations (32.5%)
- ▶ Teaching (30%)
- ▶ International diversity (5%)

India's standing



Source: Times Higher Education World University rankings

\*Yellow signifies moderate position while red specifies that India lags behind its peers

# 5. Digital technology

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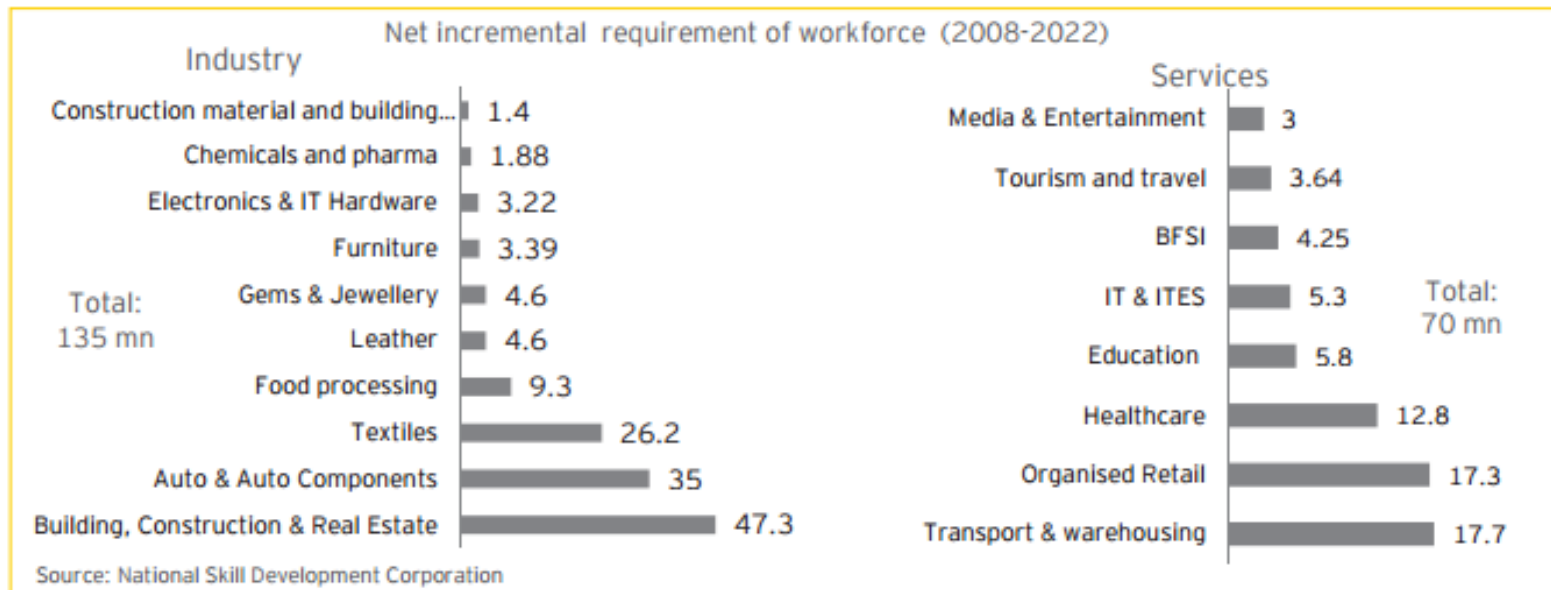
## Trajectories for digital technology in HE

1. Personalisation
2. Adoption of hybrid learning models
3. Big data analysis, to improve learning contexts
4. Shift towards 'digital learning environment'
5. Digital divide, mobile first
6. Open education resources, no more text books



# 6. Global workforce demands

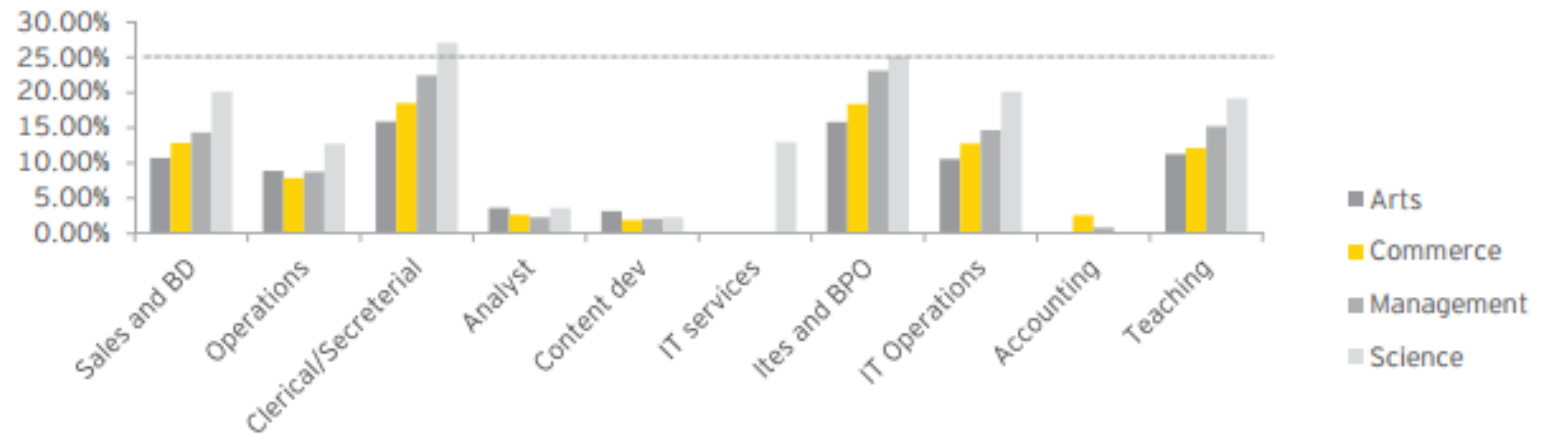
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**A**
**Employability in India**
**Demand for HE graduates**


- ▶ Net incremental workforce required in industry and services sectors by 2022: ~200 million
- ▶ Gross incremental requirement for manpower: ~250 million (given retirement/drop-out rate)
- ▶ Total gross incremental requirement for graduates/postgraduates in the workforce (Organized + Unorganized) is 75 million (30% of gross incremental requirement)
- ▶ Annual incremental requirement for HE graduates: 5-6 million

Only a small proportion of Indian graduates are considered employable

Percentage of graduates considered employable (2012)



Source: Aspiring Minds, National Employability Report 2013

# 7. Cultural impact

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WSJ

# *Why So Many Chinese Students Come to the U.S.*



## Campaign**insider**

# When Indian students suffer, Australia risks being scarred for life

April 13, 2010

Comments **101**

☆ Read later

PETER HARTCHER

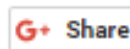


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Australia's handling of the assaults on Indian students has been a debacle. And it's still a mess. The country has suffered real reputational damage, real economic cost, and real diplomatic disadvantage. Reputation is central to its "soft power", or its ability to influence others through attraction, in the language of modern power theorists. We know this episode has damaged ours because of the testimony of, for example, the no-nonsense John McCarthy, until recently Australia's high commissioner in India.

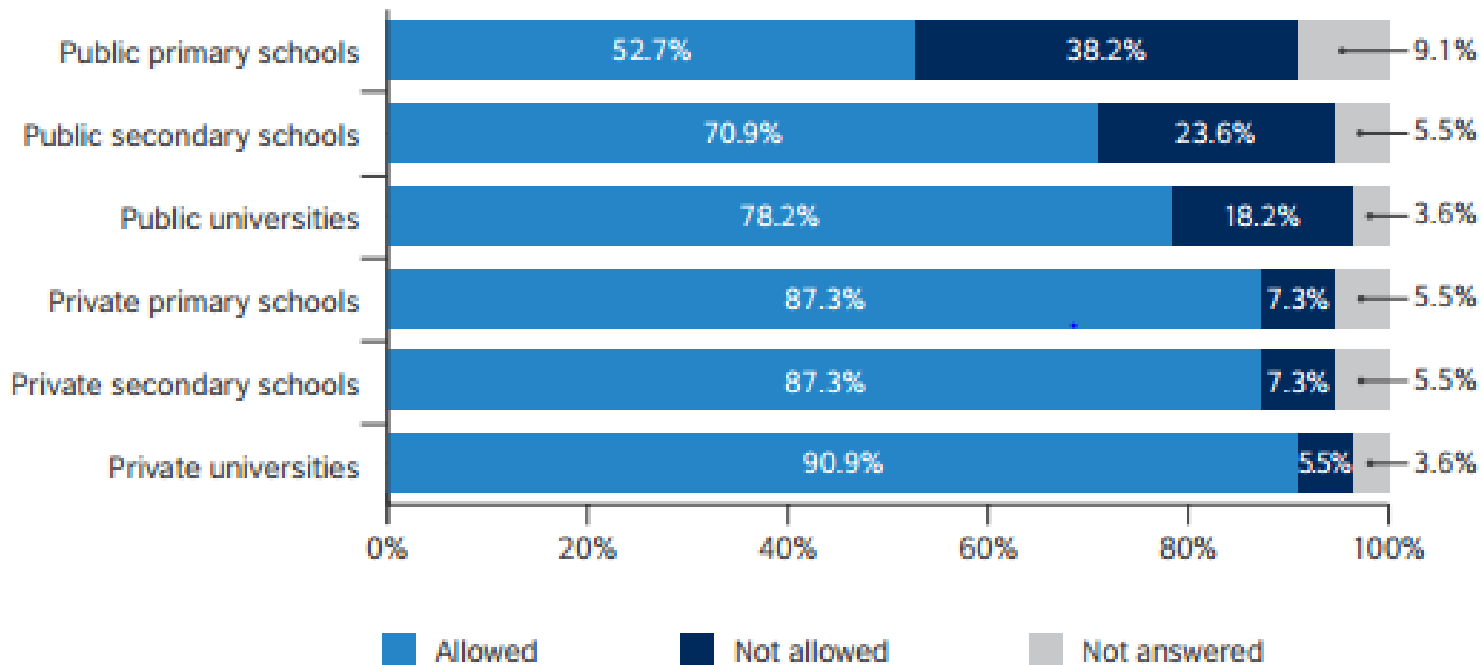
# 8. Language

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# English as a medium of instruction: a growing global phenomenon

2015, University of Oxford, Dept for EMI, British Council

**Figure 3:** Out of 55 countries, the percentage of primary schools, secondary schools and universities reporting that EMI is allowed in the public and private sectors as reported by British Council respondents





Download the report:

<https://www.britishcouncil.org/education/ihe/knowledge-centre/student-mobility/megatrends-future-international-education>

Contact me here:

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Thank you

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