

**LTC09D122**

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### **Undergraduate provision**

1. As previously reported to University committees, plans have been under development for some time to mount an undergraduate programme at UEA London. Following a planning day in October 2009, attended by over 20 UEA academics and managers along with market specialists from INTO University Partnerships (IUP), the most favoured idea has been to design a degree in International Business Management (IBM).
2. Since then detailed work has been undertaken within the Norwich Business School (NBS) and the accompanying documents set out the NBS proposals. These consist of:
  - the IBM proposal from NBS
  - a supplementary paper with requested amendments from the Head of School, along with comments from the Faculty Manager, SSF Teaching Office, on how these can be taken forward by the SSF LTQC
  - *Annex A*, containing module lists, benchmarking data and 'mapping' information on assessment and personal development aspects
  - *Annex B*, containing comparative information on international student numbers in London.Please note that, for reasons set out in BC1.3b, the proposals and its supplements (other than *Annex B*) should be regarded as Confidential.
3. It should also be noted that:
  - as part of the agreed arrangements pending ratification of Institutional Approval, the UEA London office is co-ordinating the response of Central Divisions to proposals for programmes to be delivered at the London Centre. Divisional Heads were sent shortly after Easter the version of proposal then being considered by NBS Teaching Committee and comments received will be forwarded as soon as available.
  - *Annex C*, as referred to in the proposal, contains the building's floor plans and is not being distributed to LTC (though this information is available in any case to the Institutional Approval Panel).

4. The material presented relates to Years 2 and 3 of a BSc (Hons) in International Business Management, noting that:
  - the intent is to start Year 2 delivery in 2011/12, with a cohort of up to 100 International students progressing into Year 2 from the INTO UEA London Diploma which will be delivered in 2010/11
  - from 2011/12 onwards, there will also be a Year 1 programme for up to 50 Home/EU students, plus a small number of direct-entry International students, which will be similar to the Diploma but which will form an integral part of the 3-year degree; proposals for this Year 1 delivery will be separately developed and brought forward for approval in due course
  - the inclusion of Home/EU students is considered by the University's Executive Team to be an essential component of undergraduate provision in London.
  
5. Underlying premises with regard to the delivery of degree programmes in London include the following:
  - all the degree students will be contracted and registered with UEA directly (noting that Diploma students will be contracted with INTO UEA London for that programme but with UEA thereafter)
  - all academic staff (whichever of several employment modes is used, as set out in the proposals) will be contracted with UEA for the purposes of this programme
  - the principles of delivery of the administrative support are that:
    - support staff for UEA London operations will - with a few specific exceptions - be appointed by and to the Joint Venture (JV), ie the partnership between UEA and IUP
    - to the greatest practicable extent (including SITS functionality), administrative processes for students on UEA degree programmes will be carried out by JV staff (operating UEA processes and procedures).
  
6. In view of an urgent need to be able to make authoritative statements about the proposed degree to potential Diploma students (who need to be recruited now), the attached proposals are being distributed simultaneously to a number of bodies at this stage, ie:
  - SSF LTQC (meeting 19 April)
  - SSF Exec (meeting 22 April)
  - LTC (meeting 21 April)
  - Institutional Approval Panel (meeting 19 April and - in London - on 27 April, noting that the panel covers the institutional arrangements and infrastructure).

The Pro-Vice-Chancellor (Academic) will then take a view, in the light of comments from all of the above, of the approval status of the proposals.
  
7. It is important to recognise that all the costs associated with the delivery of the programme are borne by – and hence need to be agreed with – the JV, a process which will follow SSF Exec's consideration of the business case. Should any changes result which would materially impact upon the proposed programme, there would need to be further consideration of the implications by appropriate UEA bodies.

## Annex 1: Numbers of international students studying programmes at competitor institutions in London

# Numbers of International undergraduates studying Business Studies

Institution	Business studies	Business studies	Business studies	UCAS Tariff
	First Degree	First Degree	First Degree	
	2005/06	2006/07	2007/08	
Roehampton University	25	20	20	240
The University of East London	75	80	95	80
The University of Greenwich	250	280	215	180
Kingston University	180	180	145	180
Middlesex University	300	315	335	120
London South Bank University	95	120	110	160
Thames Valley University	50	60	55	200
Brunel University	315	375	350	350
The City University	75	90	70	AAB
Imperial College of Science, Technology and Medicine	110	125	100	there's no direct entry to Business School at UG level
Queen Mary	105	105	135	320
Royal Holloway	365	450	20	AAB
University College London	10	10	20	ABB
London Metropolitan University	160	115	115	160
SOAS	5	5	10	AAB
The University of Westminster	305	295	290	CCC
<b>Total</b>	<b>2425</b>	<b>2625</b>	<b>2085</b>	<i>Source: www.hesa.ac.uk</i>

# Numbers of international undergraduates enrolled in Management Studies

Institution	(N2) Management studies	(N2) Management studies	(N2) Management studies	UCAS Tariff
	First Degree	First Degree	First Degree	
	2005/06	2006/07	2007/08	
University of the Arts London	135	150	205	CCC
Roehampton University	0	5	5	240
The University of East London	5	10	0	80
The University of Greenwich	30	30	25	180
Middlesex University	100	95	85	120
London South Bank University	0	5	0	160
Thames Valley University	205	230	275	200
Brunel University	0	0	5	350
The City University	45	65	60	AAB
King's College London	195	210	220	AAB
London School of Economics and Political Science	110	130	85	AAB
Queen Mary	15	10	10	320
Royal Holloway	0	0	360	AAB
University College London	20	20	10	ABB
London Metropolitan University	210	210	150	160
The University of Westminster	10	10	10	CCC
<b>Total</b>	<b>1080</b>	<b>1180</b>	<b>1505</b>	

Source: [www.hesa.ac.uk](http://www.hesa.ac.uk)

# Numbers international undergraduates studying Marketing

Institution	(N5) Marketing	(N5) Marketing	(N5) Marketing	UCAS Tariff
	First Degree	First Degree	First Degree	
	2005/06	2006/07	2007/08	
University of the Arts London	60	60	70	CCC
Roehampton University	5	5	5	240
The University of East London	10	10	15	80
The University of Greenwich	50	55	50	180
Kingston University	10	15	20	180
Middlesex University	90	75	55	120
London South Bank University	20	20	10	160
Thames Valley University	10	15	15	200
London Metropolitan University	70	80	65	160
The University of Westminster	0	10	10	CCC
<b>Total</b>	<b>325</b>	<b>345</b>	<b>350</b>	<i>Source: www.hesa.ac.uk</i>

# Numbers of international undergraduates studying Finance

Institution	(N3) Finance	(N3) Finance	(N3) Finance	UCAS Tariff
	First Degree	First Degree	First Degree	
	2005/06	2006/07	2007/08	
The University of East London	5	10	15	80
The University of Greenwich	20	20	10	220
Middlesex University	30	25	25	120
The City University	305	305	290	AAB
London School of Economics and Political Science	170	150	145	AAB
Queen Mary	30	30	45	320
London Metropolitan University	90	100	115	160
The University of Westminster	0	0	10	CCC
<b>Total</b>	<b>655</b>	<b>645</b>	<b>655</b>	<i>Source: www.hesa.ac.uk</i>

# Number of international undergraduates studying Accounting

Institution	(N4) Accounting	(N4) Accounting	(N4) Accounting	UCAS Tariff
	First Degree	First Degree	First Degree	
	2005/06	2006/07	2007/08	
The University of East London	60	55	40	80
The University of Greenwich	120	110	135	220
Kingston University	45	45	40	180
Middlesex University	150	115	100	120
London South Bank University	205	180	175	160
Thames Valley University	65	65	65	200
The City University	15	20	20	AAB
London School of Economics and Political Science	225	220	225	AAB
Royal Holloway	0	0	20	AAB
London Metropolitan University	130	140	130	160
<b>Total</b>	<b>1015</b>	<b>950</b>	<b>950</b>	

Source: [www.hesa.ac.uk](http://www.hesa.ac.uk)

City University has the biggest population of international students for Finance programme, followed by LSE. However, the number of international students enrolled in Finance and Accounting programmes have been staggering. It is not expected that the number of students for these disciplines will rise exponentially as a result of the economic crisis.