
A STUDY ABOUT INTERNATIONAL MOBILITY OF STUDENTS TREND

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ABSTRACT

Top American and British institutions still attract the majority of the world's most ambitious and wealthy students, but Asian countries are climbing steadily up world university rankings. At present most students choose to study abroad choose OECD countries as their destinations. But as linkages and trade intensify between Western economies and Asian ones, and as Asian countries expand and improve their higher education systems, mobility patterns become more diverse over the next decade.

INTRODUCTION

Once accessible only to the world's elite, higher education is now open to the masses, particularly the burgeoning middle classes now found on every continent and especially in countries lacking higher education capacity; students are looking for opportunities to study abroad.

The governments of the fastest-growing emerging economies are investing heavily in the expansion of their higher education systems; creating scholarships to help their students acquire education abroad – and then bring it back home; and joining in cross-border research partnerships and exchanges that elevate their countries' status, potential for innovation, and influence in the world.

As in so many other countries with increasing youth populations, the challenge is to expand educational access and reduce unemployment, with the ultimate goal of empowering this generation to achieve a better quality of life and to drive the economy forward. Until the region's higher education institutions become more accessible and of higher quality, students will be especially interested in study abroad.

In recent years, a staggering number of international students in the US, Canada, the UK, Australia, and New Zealand have come from China and India, a heavy reliance on these two key markets that has raised alarm bells for some institutions and industry experts.

International educators are thus being encouraged to diversify their international enrolments – and they have a ready supply of other sources to consider. African countries are struggling to meet demand for higher education as their youth populations and unemployment abounds. Many countries are investing heavily in building more capacity and quality into their tertiary systems, but such initiatives do not bear results overnight. In the meantime, study abroad is a tempting option for those students who can afford it.

The years 2010-2015 were as expected growth year for international student mobility worldwide. Current trends indicate that during this period enrollment had a healthy growth in the U.S., powered by traditional sending countries like India and China, but also by an influx of students from emerging markets such as Saudi Arabia and Brazil.

Globally mobile students has declined over the last decade, the U.S. is likely to consolidate its leadership position due to the sheer size of its higher education system and its ability to absorb international students at a higher rate when compared to competitor countries. While China and India are still too big to ignore, there are other emerging countries worth paying attention to, including Saudi Arabia, Vietnam, Mexico, and Brazil.

FINDING AND ANALYSIS

Year	Strength
1990	1.5 million
2000	2.1 million
2015	3.9 million

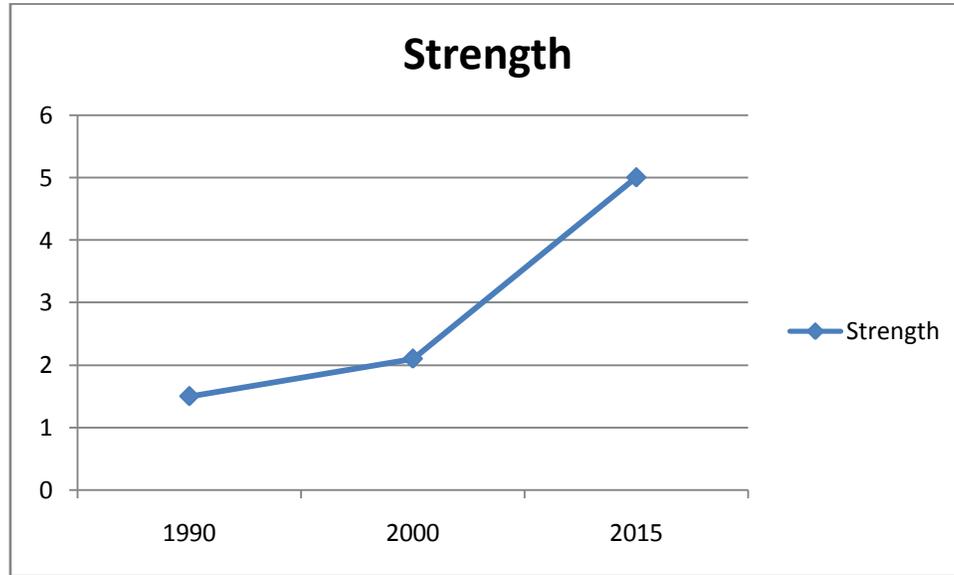


Chart-1: The Growth of International Student Mobility

It is estimated that five million students studied outside of their home countries last year. This represents more than a tripling of global international student enrolment since 1990. Demand from Asia has driven most of this growth, but we also now see a number of important emerging markets that will influence global mobility in the future. The nature of competition is shifting, with enrolment more widely distributed among a larger field of destinations, including a growing number of non-English-speaking countries. Market forecasts anticipate greater demand for post-graduate and vocational training programmes going forward.

Category	Growth % by 2015
Upper Middle Income	165
Low Income	145
Lower Middle Income	123
High Income Non OECD	83
High Income OECD	33

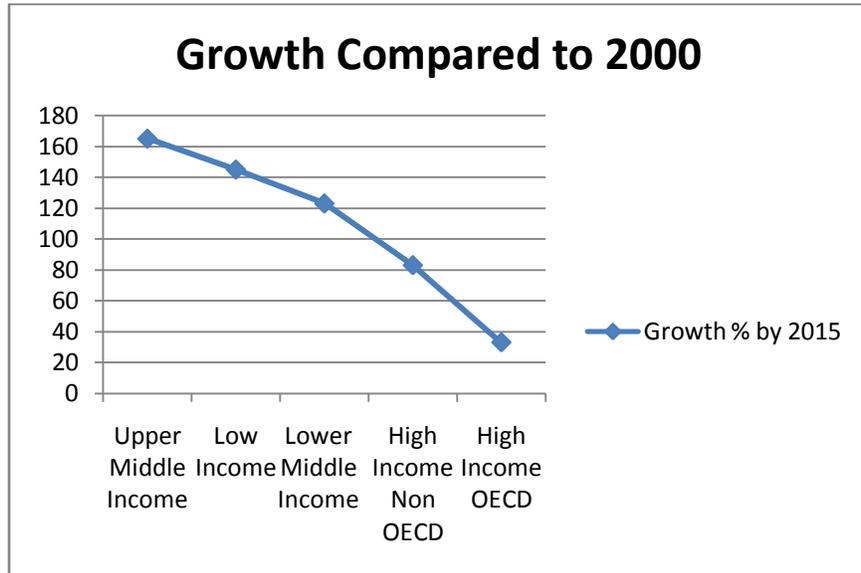


Chart-2: 2015 Growth compared to 2000

Country	Annual University Fees (USD)	Annual cost of Living (USD)	Annual Cost Total (USD)
Australia	24081	18012	42093
US	24914	11651	36564
UK	21365	13680	35045
Canada	16746	13021	29947

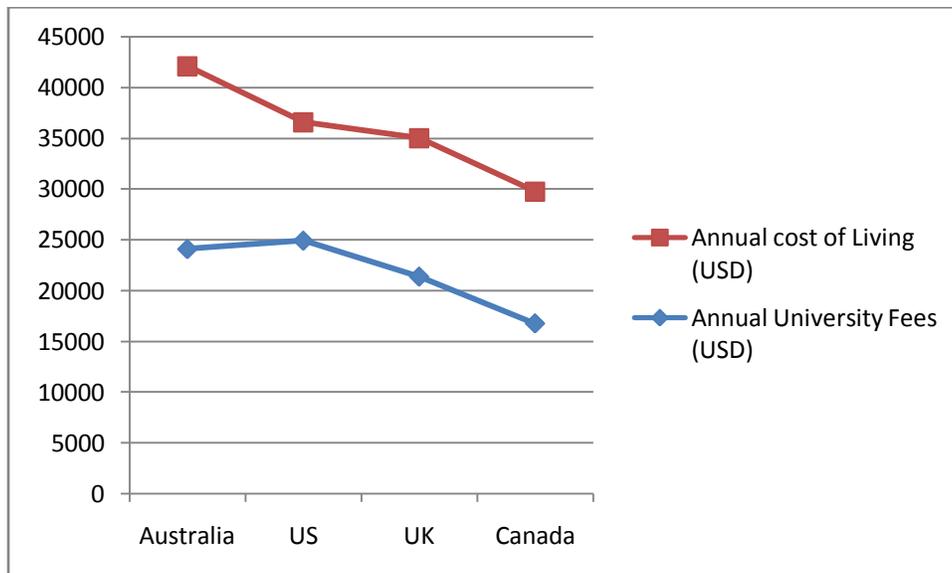


Chart-3: Average Annual Tuition Fees in the Top 4 English Speaking Host Countries

Government strategies have continued to drive a range of international experiences for students over the past year, with three major new initiatives announced in Russia, Germany and the USA. Russia's '5/100 initiative' was launched in 2012 and has been designed to boost the number of

International faculty in Russian universities to 10% and international students to 15% by 2020 as part of a wider plan to develop the global competitiveness of Russian research and higher education Germany is also pushing study abroad for its university students, with a new programme that aims for half of all degree students to experience study abroad by 2020. In the USA, the Institute of International Education has launched a new five-year programme, 'Generation Study Abroad', to double the number of students obtaining international experience during their degree from the present 295,000 (10% of the student population) to 600,000 by 2019.

As competition increases for students, we can expect to see countries and institutions differentiate themselves using a range of strategies, including destination marketing, branding, tuition and financial assistance and immigration policies.

CONCLUSION

International education has important role in the economy. It is measured in millions of study visits – and billions of dollars. Developing economies are growing in tandem with international student mobility. Demographic trends, economic growth, government scholarships, and rising incomes are some of the major forces at play in determining where students are coming from when they study abroad. As the balance of world economic and political power shifts, so do patterns of mobility. The sector has come a long way in a relatively short time, and if stewarded responsibly by governments, associations, institutions, and agents alike, it will go much further.

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