

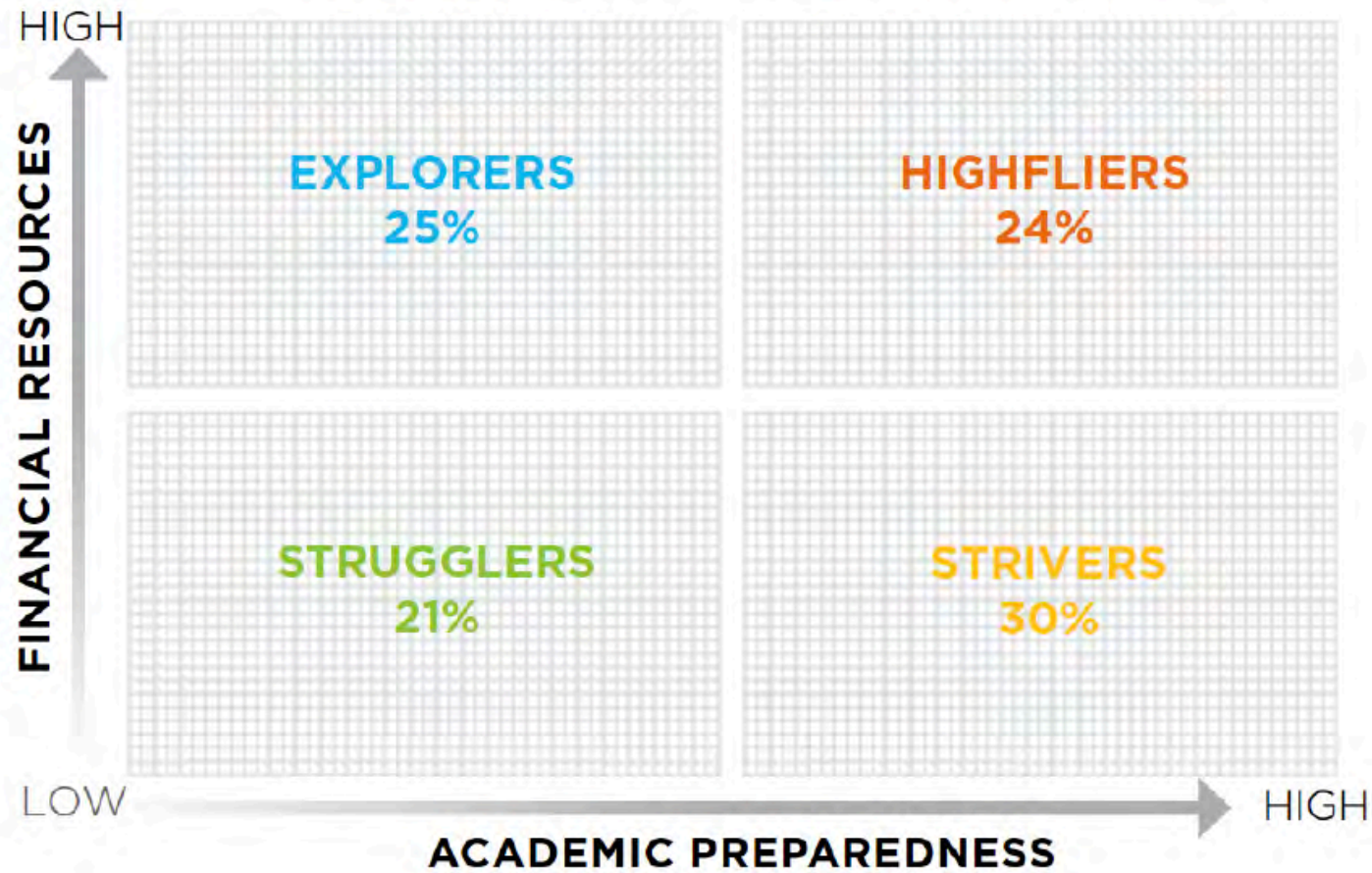
International Competition for Master's Students

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Background

- American Excellence in Professional Schools (Business & Eng)
 - ← English Environment, Student Diversity, Networking, Practicality, and Job Opportunities
- Recognition of American Degrees in Asia in relation to the globalization of economy, particularly in South Korea, Taiwan, Singapore, Hong Kong, and Thailand.
 - ← Multinational Corporations & OEMs
- Rise of Middle Class in Asia & Their Emigration Drive
 - ← The number of Asian undergraduates is also increasing.
Australian higher education is floating on Chinese students.

Segmentation of U.S.-bound international students



(WES 2012)

Facts about Asian Students

- The income gap inside the country is extremely wide in Asia.
- “Strivers” often go to doctoral programs.
- East Asian students are very sensitive to the names of the universities because of their hierarchical way of thinking. They also value the experience and stories of their intimates.
- Indian students are more keen on the value of education and financial assistance available.
- Asian students are generally shifting from “Strivers” to “Explorers.”
- English abilities do not necessarily go hand in hand with academic abilities.

Tips for the Recruitment

- Collaborate with overseas alumni associations and fund-raising activities
- Organize educational partnerships, research collaboration, and governmental contracts into one.
- Expose more faculty members to Asia
- Align with Strategic Programs for Globalization in Asia
 - ← Super Global Universities in Japan
 - ← Sydney/Melbourne & Peking/Tsinghua Teaching Exchanges
 - ← Asian Universities are trying to increase the number of international faculty members to improve their profiles.