



WUT-UWTSD



International Programme for Higher Education(WUT&UWTSD)

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Background



Prime minister has signed contract to Chinese schools to enhance the education cooperation between the two countries.

Programme Introduction

The International Programme is aimed at providing the Chinese students **an experience to study in UK** and **get an official degree** when all subjects are successfully completed. Cultural exposure and school's group travelling are concluded, to offer a well-rounded English culture and history penetration.

Understand Our Client

Target Group: undergraduate student
post-graduate student

Reasons for study abroad:

get a degree?
soak in British culture?
traveling around Europe?
making new friends?

.....

Interview students who have already participated in the programme

Do the questionnaire in the universities in China (different schools; different cities)

Market

Numbers of students in university (China): 269,580,000 (2017)

Numbers of Chinese students studying in UK: 90,000 (2017)

Why US?

Reliable

Experienced

Academic Experience

Students Union

UWTSD ranked
7th in the UK
for Academic
Experience



Times Higher Education Student Experience Survey 2018



UWTSD ranked
11th in the UK
for university
of the year

(Whatuni Student Choice Awards 2018)



WUT-UWTSD

Agenda

01



Market Background
Research&Question
Design

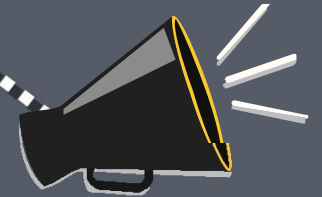
02



Interview&
Questionnaire

Statistic Analysis&
Offering Strategy

03





Conclusion

This program has followed the international trade and can offer our students a fantastic experience.

Don't hesitate,join now!!!





Thank you!
