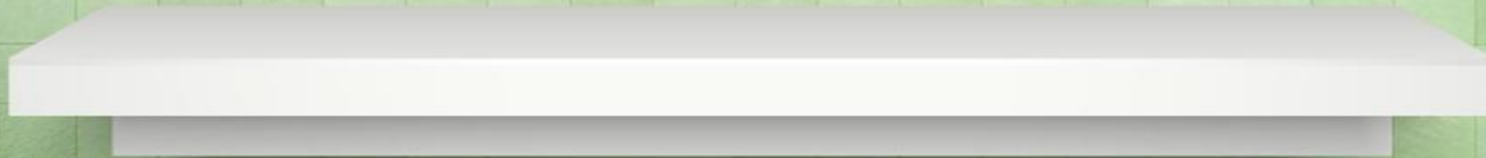


International Students Attraction Project for UWTSD Business Campus



RUI YAO

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Objectives



01

Investment

Investigate the number of international students who come to Swansea every year

02

Analyse

Analyze the individual conditions of these international students

03

Devise

Devise promotional plans to highlight the UWTSD business campus's strengths

04

Implementation

Implementation of promotion plans to provide with UWTSD's advantages to attract international students

02



Business case



1.Potential issues:

International student size:The project will use the Internet platform as the basis for collecting this data

Advantage: Free

2.Potential benefits:

Increase:

1. Income of campus
2. Economy of swansea(and UK)
3. opportunity: communication of different countries

3.Potential outcomes:

Increase:

1. Population of international student
2. More pressure of management
3. More resource will come to International student

03



Risks

Pressure on management

The difficulty of managing students in UWTSD will increase

01

Mental health

02

Campus need to take care of belief of student from different countries/regions

racial discrimination will undermine the student's relationship in UWTSD.

03

racial discrimination

safety issues

04

UWTSD needs to face the pressure from international student safety issues

international students may occupy resources of local students

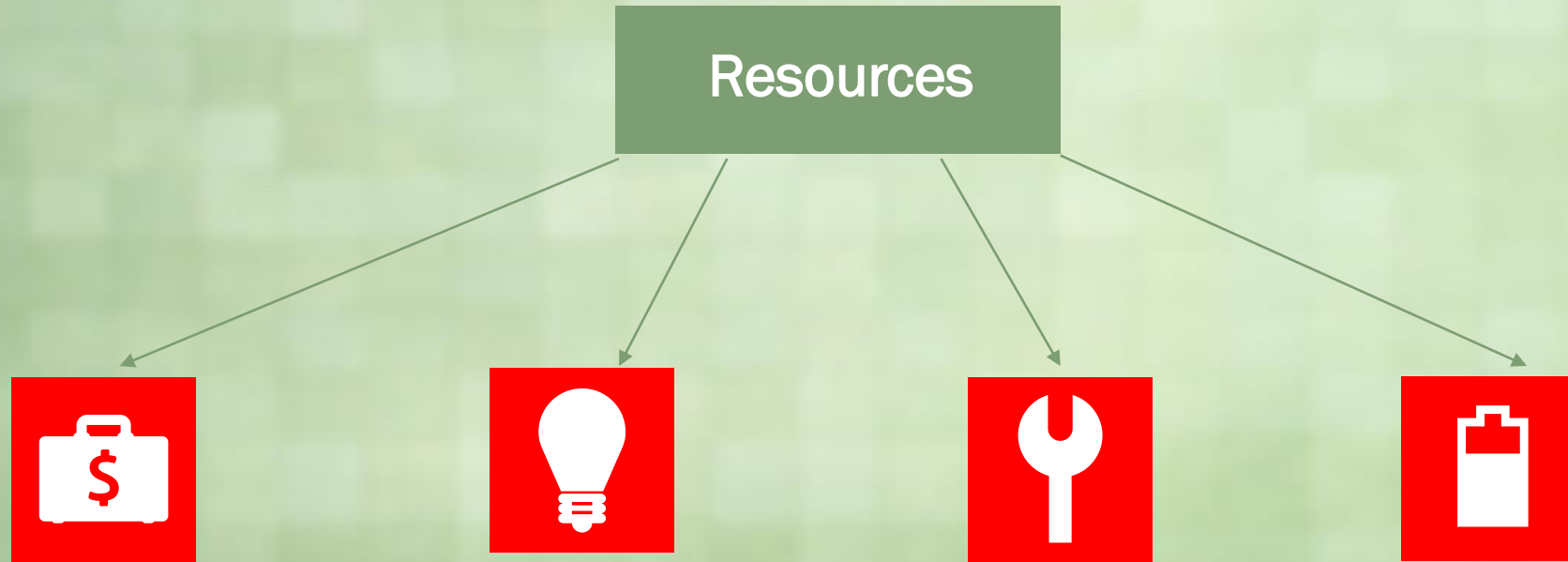
05

occupancy of resources

04



Resources



Cash: The project has low requirements for cash, most of which can be done via the Internet.

Human resources : human resources is necessary to analyze the data collected in the survey report

Technology : Mainly based on internet technology

Time : It takes a lot of time to collect data.

05



Time Plan

TIME TABLE



Devise the questionnaire	3 th May
Collect data from international student in UWTSD	10 th May
Analyse the results of questionnaire	12 th May
Devise a promotion plan of UWTSD business campus	15 th May



Thank you