INTO Knowledge researches issues that will affect the future of higher education world-wide. This information is extracted from our China: student expectations survey, to be published in June 2009.

CHINESE STUDENTS BELIEVE THAT PROSPECTIVE EMPLOYERS VALUE OVERSEAS EXPERIENCE MORE HIGHLY THAN THE QUALIFICATION GAINED

The unprecedented economic growth experienced by China in the past decade has driven up demand for domestic and international educational opportunities. Gaining overseas experience is the key motivation for study abroad.

Demand is driven by experience and skill-related factors. Obtaining an overseas qualification is no longer the prime consideration for Chinese students. 61% of respondents said that their motivation to study abroad was to gain experience overseas, whilst only 19% of them aimed for overseas qualifications.

The information on this flyer is drawn from a survey conducted online in partnership with CEAGE (China Education Association for International Exchange) and bonoffer.com in March 2009, drawn from a sample of 1,317 respondents from all regions in China.

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Anglophone countries are at the top of the Chinese students’ list

The finding of this study showed that the demand for study abroad in China focuses on English-speaking countries. 44.8% of them said they would go to the US, 29.1% to Australia, and 22.1% to Canada.

Chinese students are aiming to achieve a master’s degree

The survey reveals that 47.8% of them elected to study at master’s level, 11.2% to study on language courses and 10.4% planned to study for a doctorate.

Influencing factors

The analysis identified that personal safety, perceived quality of overseas education and cost were the most influencing factors in the decisions made by Chinese students.

To succeed in the Chinese market institutions must put more emphasis on high quality of teaching and research as well as to create and deliver the best student experience for Chinese students.

For the full report of the China: student expectations survey, please email subscription@into-knowledge.com