

Issues involved in **setting up a Higher Education Institution overseas**

Quality /Probity/Reputation/Standards

Interface with local Management, Royal Family, decision makers

Positive public relations

Sound financial footing – JV with Dubai Associates

Pricing and positioning strategy – clear policy on payment terms and enrolment procedures.

Limited use of Scholarships for poorer students from LDC's

Resources

Infrastructure –Library, Lecture Theatres, Computer facilities, Food Court, Gymnasium, leisure facilities, information and learning resources centre

Selection of the most appropriate degrees for the market

Appointment of excellent staff who are culturally adept, secondments from within Middlesex Univ. and/or new appointments

External examiners - existing or new?

Promotion

Creativity

Meeting and exceeding income targets – close collaboration with Regional Director for the Gulf and other regional directors in the wider geographical footprint

Levels of English Language ability – benchmark should be IELTS 6.0

Acceptability, comparability of indigenous qualifications for entry at degree or foundation level.

External factors

(War, civil strife, terrorism, conflict)

Leadership

Teamwork

Strategic direction

Collegiality

Establishing the right culture – love of learning, high levels of graduate employment, positive experience, sense of fun, enjoyment (X factor)

3 levels

pre opening/ establishing the Dubai Campus

Rapid expansion of recruitment of students and staff, engagement with the business community

Consolidation, hitting and exceeding targets in line with the 5 year plan (Middlesex

University/Dubai Associates)