

Developing Quality English- Language Programs

 [STUDYINSWEDEN.SE](https://www.studyinsweden.se)

Developing Quality English-Language Programs

1. The Swedish Institute
2. Some statistics
3. The context
4. Some good examples
5. Future challenges

1. The Swedish Institute

- Founded in 1945
- A public agency that promotes interest in Sweden abroad
- Seeks to establish cooperation and lasting relations with other countries through active communication and exchanges in culture, education and science.



1. The Swedish Institute, cont'd

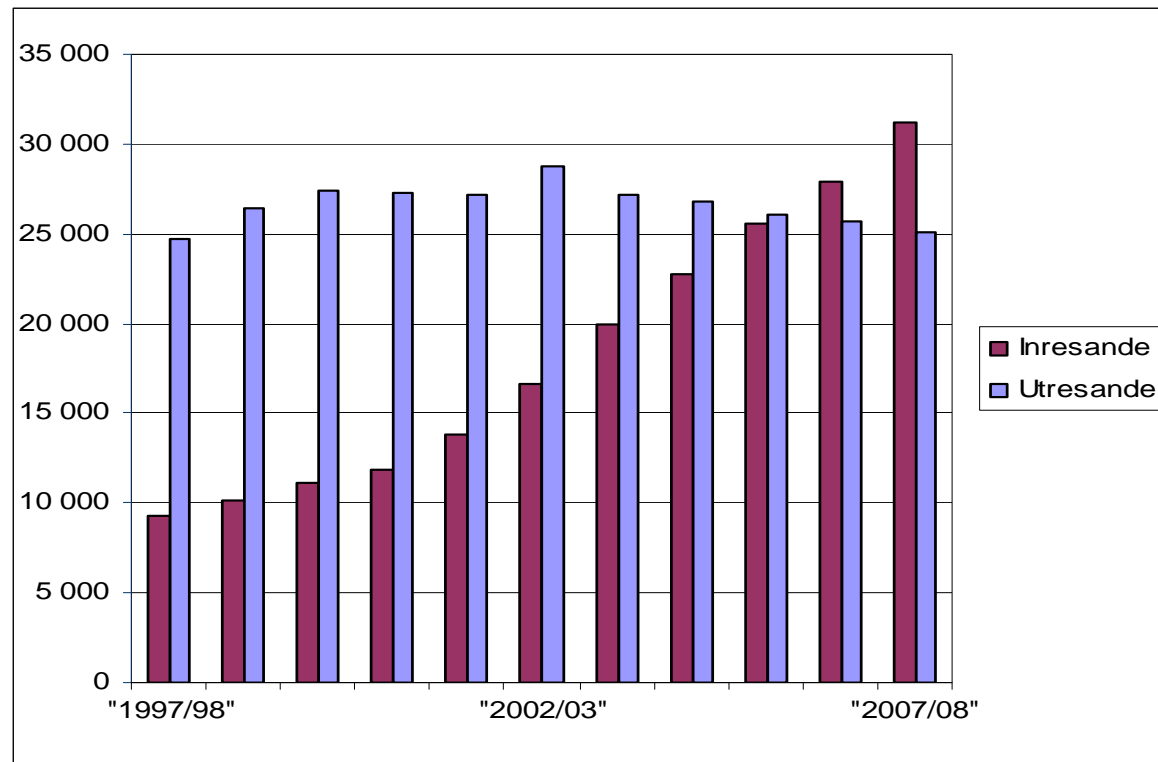
- Some 90 members of staff in Stockholm and Paris
- Annual government funding: approx €20 million
- Close cooperation with Swedish and foreign partners, as well as with Swedish embassies and consulates around the world
- Involved in academic mobility for over 60 years
- Mission to promote Sweden as a study destination since 1990

2. Some statistics

- From 60 to over 600 English-taught master's programs in 10 years
- Threefold increase in number of international students in 10 years. In 07/08: 31 000
- Exchange students: 12 000
- Degree students: 19 000
- 8 percent of total student population and 25 % of new entrants
- More than half of programs in Natural Science and Engineering

2. Some statistics, cont'd

Incoming and outgoing students



3. The context

- Internationalization long regarded as positive
- Sweden has succeeded through its openness to outside world
- Small language - using English a key factor

But why is internationalization good?

3. The context - cont'd - why is internationalization good?

- From educational point of view - improves quality of study experience for national students "internationalization at home"
- Foreign policy/public diplomacy foreign alumni - a potential asset (compare w Fulbright program)
- Aid for developing countries
- Demographic reasons: skills shortages

3. The context, cont'd

- Until recently, internationalization mainly about outgoing students
- Early 1990's saw large expansion in number of outgoing students
- Student loans for studies abroad
- Sweden joined Erasmus
- Strong demand for studying abroad, led to increase in number of English-taught courses
- Gradual growth in number of master's programs offered in English

3. The context, cont'd - Why master's programs in English?

- Not sufficient national demand for natural science & engineering
- More attractive for national students with international aspirations
- A way to recruit for Ph D studies
- Competition: global branding

3. The context - cont'd

- Previously, internationalization was top-down, driven by government initiatives, scholarship programs etc
- Erasmus, Post-Cold War world and globalisation has changed this
- Since 1990's, increasingly HEIs have been driving the process, as barriers have been removed
- In Sweden, result has been that government policy has tended to lag behind HEIs

3. The context - cont'd

- Issue of tuition fees raised 2000
- Reappeared in 2004
- Tuition fees for 3rd-country-students, but also open up labour markets
- Inquiry on tuition fees for 3rd-country-students launched in 2005. Findings presented in 2006

4. Some good examples

- Wide variety of degree programs offered by 32 HEIs
- Engineering, Natural Sciences, Social Sciences, Law, Art and Design, etc - almost only at master's or advanced level
- Surveys have found that 80 percent of international degree students would recommend Sweden as a study destination to their peers
- But also that students sought more contact with Swedish students and Swedish society

Architectural Lighting Design - KTH, Royal Institute of Technology

- One-year program, existing in its current form since 2006
- 39 students this year
- Almost equal gender division
- Students from all over Europe, North and South America, the Middle East, Asia, and Africa.
- professors from Sweden, Germany, Italy, Kurdistan, Denmark, and Spain



Architectural Lighting Design - cont'd

- Evaluated by student workbooks with reflections on lectures, projects, study visits, etc.
- Marketed through many channels, including a variety of industry websites, attendance at international study fairs, and successful alumni



Transportation Design - Umeå university

- Started in its current form in 2006
- 18 students this year; 10 on the first year and 8 on the second
- Students from Sweden, Finland, South Korea, Spain, Canada, Brazil
- Mix of foreign and Swedish professors as well as industry professionals who work as student tutors



Transportation Design, cont'd

- Evaluated by course evaluations as well as conversations between teachers and students
- Marketed both to students and to companies as industry partnership is vital to program's success
- Marketed mainly through media advertising in industry publications
- Focused on building a good reputation to attract students who will pay tuition fees



STUDYINSWEDEN.SE

Lund University International Master's Program in Environmental Science - LUMES

- Interdisciplinary master's program on environment and sustainability
- “The overall objective of the LUMES program is to furnish students with knowledge, competence and preparedness to take action in contributing positively to long-term ecological, economic and social sustainable development through a critical- and systems thinking approach.”
- Started in 1997; around 40 students per year



LUMES, cont'd

- Largest percentages of students come from EU (25%), North America (14%), and Asia excluding China (13%)
- Mixture of Swedish and foreign professors
- Evaluation through online forms and discussions between teachers and students
- Marketed through program homepage and Lund University's website



STUDYINSWEDEN.SE

Applied Ethics - Linköping University

- Erasmus Mundus program with Utrecht University and Trondheim University
- Objective is “to create and develop ethical reflection and ethical competence on a European level”
- Combination of 2 programs that started in 2001 and 2003
- Currently 22 students on the program
- Students from Australia, the Philippines, Peru, Mexico, USA, Canada, Ethiopia, South Africa, India, Holland, Norway



Applied Ethics, cont'd

- Combination of Swedish and foreign professors - Swedish professors travel to England to improve language skills
- Entire program evaluated by students; attendance at consortium in Trondheim
- Marketed through emailing contacts at universities around the world and through program website

Innovation and Business Creation - Jönköping International Business School

•“Designed to equip students with the competences, capabilities, and skills that are required for them to become effective leaders. One important aspect of this endeavor...lies in creating, recognizing, and exploiting business opportunities in dynamic markets.”

•Began in 2008; 100 students

•35% of students from the EU; most of the rest from China and Pakistan



Innovation and Business Creation, cont'd

- Mix of Swedish and international professors with extensive “English experience”; even Bachelor’s degrees offered in English
- Student evaluations of course and whole program; program evaluations with program leader and student representatives
- Students surveyed throughout program
- Marketed through student fairs, mailings, university visits, website



5. Future challenges

- Inquiry on tuition fees recommended that fees should be coupled with extensive scholarship program...
- ... to ensure competitive edge but also to not close doors to students from developing countries
- Govt expected to present fee scheme in Autumn 2009
- Fees for 3rd-country-students expected from 2011 along with scholarship scheme

5. Future challenges, cont'd

- In 2008, partnership between Swedish Institute and 29 HEI's formed
- A three-year project, which will be evaluated
- Aims to increase Sweden's visibility as a study destination in key countries
- Forum on internationalization, reps from all stake holders - to improve national coordination

5. Future challenges, cont'd - some other changes

- New system for appropriating research funding introduced, based on key indicators of quality
- An inquiry on increased autonomy for public HEIs to be reviewed.
- Would mean HEIs would be less constrained in global education market, closer partnerships with foreign universities etc.

Thank you for your attention!
Niklas Tranæus
nt@si.se