CHALLENGES OF TEACHING AT INTERNATIONAL BRANCH CAMPUS -

CASE OF UK UNIVERSITY OPERATING IN DUBAI INTERNATIONAL ACADEMIC CITY

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The Higher Education Academy

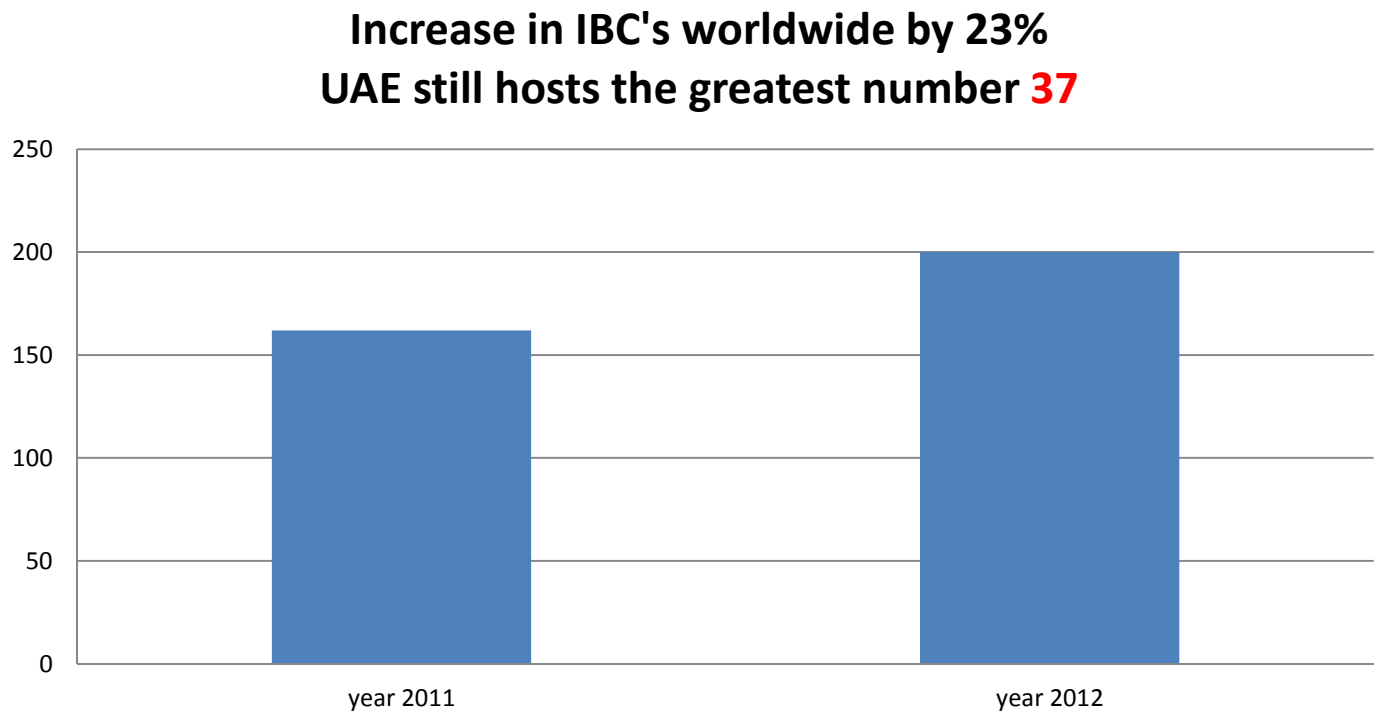
BAM British Academy of Management

NOTTINGHAM TRENT UNIVERSITY

INTERNATIONALISATION

- The UK-IBC story
- lead character ‘ the teacher’
- Story-line: ‘Challenges of teaching’
- Producer: Internationalisation
- Director: ?

Spread of Internationalisation



WHY LOOK INTO 'TEACHING - CASE OF UK IBC'?

Until late 19th century teaching was the major function of universities

IBC's have revived this!

Teaching is the major task at a branch campus, contrary to the living fact that teaching in HEIs is seen as the other thing after research in the parent campus in the UK where teaching, in practice or even in theory, is not often a ground for promotion

STUDENT PROFILE

- Within the class size
- Student demographics – the players are international however local (GLOCALS!)
- In reality – 'Teaching the clients!'
- Stakeholder larger than ' the client' - SURPRISE

STUDENT EXPECTATION

- Is the student expectation particularly on the grounds of paying tuition fee?
- Research depicts student expectation is based on the home campus reputation and delivery expectation is based on the rankings used as the USP.
- An advert may say, NOW IN DUBAI: RANKED number ‘X’ in the UK in teaching and learning’
- The story unfolds: ‘ but who teaches ‘

Teaching Challenges -1

- Humble beginnings augment dependability on the front face: ‘ the deliverer – the teacher’.
- Teacher to shoulder more responsibilities.
- The all informed.
- IT support – virtual learning environment ☺

Teaching Challenges -2

- Internationalized curriculum – UAE a different world!
- Localization
- Industry contacts
- Employability

- ARE WE JUMPING TO RECRUITMENT?

Recruiting for IBC

- Awareness of parent campus – recall the student profile.
- Showcasing the unseen to an interested student who may never see ☹

The classroom scenario

- Dealing with groups of SCHOOLS …
- Tables turned around this time

- INTERNATIONAL STUDENTS AT HOME

- CAMPUS AWAY FROM HOME

Generic issues persist only with a dash of salt!

- Plagiarism – twist in the story.
- Critical writing and analysis
- Essay writing
- WHAT'S THE SALT HERE?
  - No academic support staff

IMPLICATIONS

- Making choices - No research provision at commencement (what about reward structures?)
- Onus of developing student experience?
- Training the trainer: developing cultural competencies to prosper in host country environment for parent campus /internationally recruited staff and developing home campus familiarity for host country staff.
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Before you ASK ☺

- **Who is the director of the UK-IBC teaching challenges story?**