

Russian HE market

Charles Hoedt
Director Nuffic Neso Russia

nuffic

Netherlands organization
for international cooperation
in higher education

Fact sheet

| | |
|--|---|
| Land area | 17,075,400 sq. km (410 x the Netherlands) |
| Population (decline) | 140 million > 135 million in 2020 Aged 15-24: 14,4% > 9,9% in 2020 |
| Economy | BRIC country 4% growth 2010 |
| Percentage of federal budget spent on education | 4,2 % (3,9 % in 2009) |
| Number of HEIs | * 1,108 * 658 public and 450 private |
| Higher Education students | 7, 461,000 (of which 6,208 at public HEIs) |
| Russian students going abroad | Over 42,000 > less 1% student population |

Degree structure

Russia offers 3 types of programmes:

- Specialist → 5-6 years (92%)



- Bachelor → 4 years
- Master → 2 years

Special type of post-graduate

- Russia: Aspirantura (3-4 years) > (candidate) Doktor of Science



- Netherlands: PhD

Higher education market

- What do Russians study: management (12,9%), economics (10,9%), technology (9,4%), design (8,4%), foreign languages (8,4%), IT (7,4%), law (5,9%), journalism (5,4%)
- Tuition fees: €8000 (Moscow) – €300 (regions)
- Popular fields of study abroad: business, language & culture, social sciences, engineering
- Popular study destinations: Germany, USA, Ukraine, France, UK
Europe study destination nr. 1
- Netherlands: 485 Russian students (27% increase)
- Most popular study programmes: business & finance (45%), language and culture (26%), engineering, law, agriculture

Internationalization policy

- New university structure: Special Status Universities (2), Federal Universities, National Research Universities
- Integration of education, science & industry
- Fields of focus: Nano, ICT, space, biomedical research, energy, nuclear technologies
- €300 million grants (foreign) scientists > €3,3 million Peter Sloot / UvA
- Highly-skilled migrants: increase salaries, simplify visa procedures
- Introducing practical oriented BA programmes at colleges and institutes

Profile Russian students

- Russian students in Holland: 300 Ba, 200 Ma
- Specialist degree students choose to do Ma
- Good theoretical knowledge ('encyclopedical')
- Poor critical thinking
- Poor skills relevant to real-life situations
- 'Cultural' mindset

SWOT promotion Dutch higher education

Strengths

- Practical approach in teaching
- BA programmes relatively cheap
- High position in rankings
- High position in scientific research
- Visa procedure
- Gateway to Europe

Weaknesses

- Less awareness of study possibilities than Germany, USA, UK
- Less scholarships available
- Russians unfamiliar with research and applies science universities
- PhDs are not recognized

SWOT promotion Dutch higher education

Threats

- Image of Holland: unsafe country (parents concern, especially for Ba students)
- Back offices HEIs too slow
- Lack reliable data and up-to-date information on HE market

Opportunities

- Scandinavian countries offer no longer 'free' programmes
- Funding for education and scientific projects by EU, Russian government
- Russian universities wish to increase international partnerships and double degree programmes with European HEIs
- Growing number of cooperations with agents
- Launch alumni network

Market approach

- Market information
- Advise Dutch HEIs how to enter the Russian market
- Online campaign
- Seminars and fairs

Market research

- Market fact sheet Russia
- Educational agencies in Russia market report
- Fair overview report
- Research Universities in Russia
- BA programmes in Russia
- Online promotion report
- Student survey (2000)
- Overview international cooperation between Dutch & Russian HEI's
- Rankings
- Promising cities and regions: Kazan, Novosibirsk, Rostov

Online campaign 2011

- e-Newsletter
- Social media: V-Kontakte, FaceBook, Twitter
- HE websites: begin.ru, examen.ru, ucheba.ru, ucheba.ru, znania.ru
- Ad words Yandex, ad words Google
- Blog competition Russian students



Seminars

Study in Holland (SIH) seminar

- General: about Study & Life in Holland
- Special seminars with Dutch universities participation

Nuffic Neso seminar

- Guest lecture by professor or teacher from Dutch university
- Focused on science or specific topic

'Dutch' seminar: Boekenhoekje

- Cultural related, connection Holland - Russia
- Focus on Russians studying Dutch language
- In Dutch language (with Russian translation)

Spasibo!

nuffic

Netherlands organization
for international cooperation
in higher education