



How could Japanese universities become internationally attractive? perspectives of international students

World University Rankings and “Worldwide Standards” for Universities

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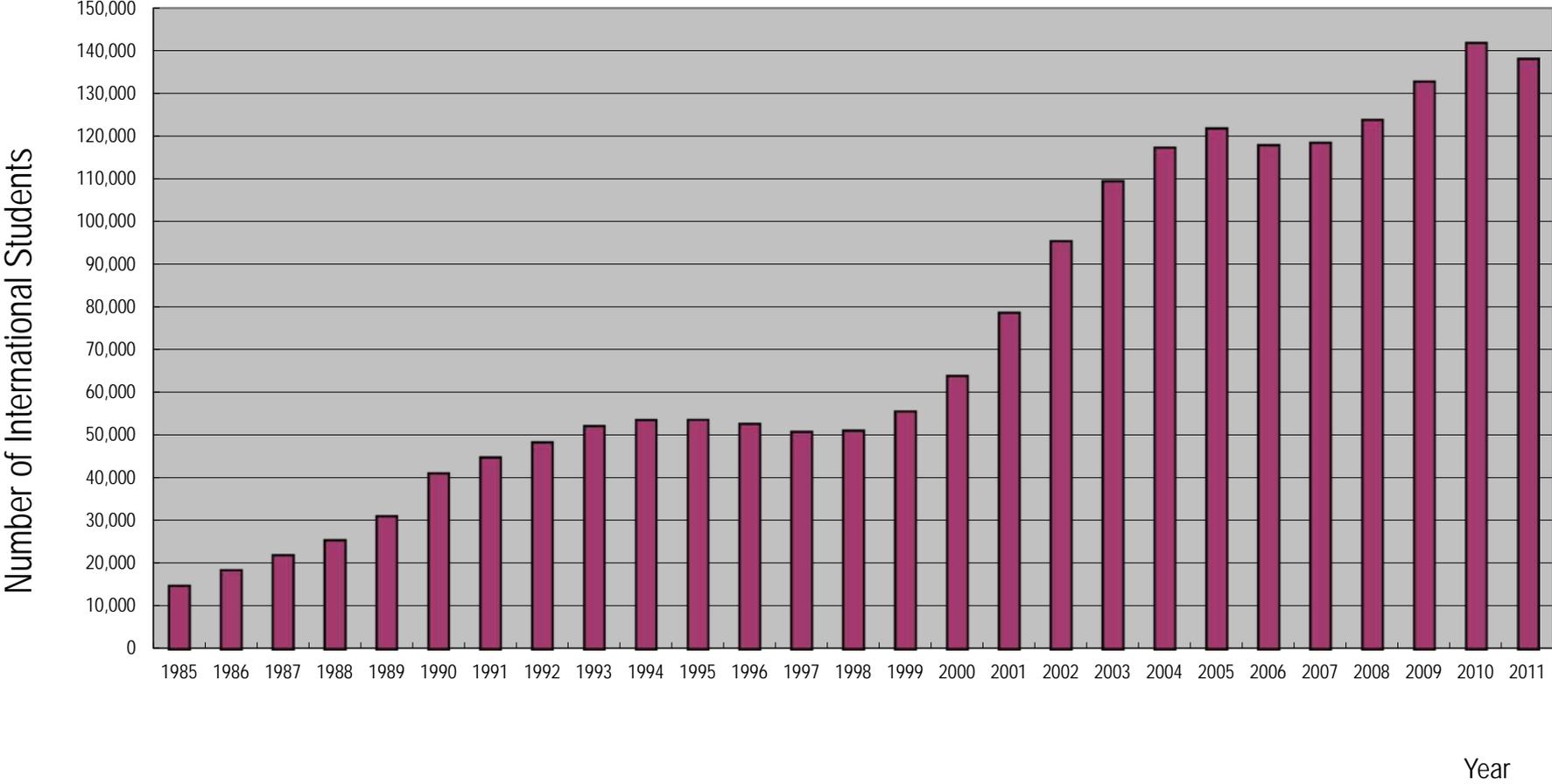
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Number of International Students in Japan



Source: Japan Student Services Organization (2012)

International Students in Japan

by Field of Study in 2011

Field of study	Social Sciences	Humanities	Engineering	Natural Science	Fine Art	Others	Total
# of students	55,732	27,873	23,320	5,319	4,491	21,340	138,075
% of total	40.4	20.2	16.9	3.8	3.3	15.4	100

by Place of Origin in 2011

Place of origin	China	Korea	Taiwan	Vietnam	Malaysia	Thailand	Others	Total
# of students	87,533	17,640	4,571	4,033	2,417	2,396	19,485	138,075
% of total	63.4	12.8	3.3	2.9	1.8	1.7	14.1	100
% change	+1.6	-12.7	-13.7	+12.1	-1.9	-1.4		-2.6

Source: Japan Student Services Organization (2012)

International Students in Japan

by Source of Funding in 2011

Source of funding	Privately financed	Japanese government sponsored	Foreign government sponsored	Total
# of students	124,939	9,396	3,740	138,075
% of total	90.5	6.8	2.7	100

by Type (academic level) in 2011

- Postgraduate students: 39,749 (28.8%)
- Short-term and exchange students (1 to 2 semesters): 9,120 (6.6%)
- College preparatory (bridge) program: 1,619 (-24.3%)

Source: Japan Student Services Organization (2012)

International Students Enrolled in Japanese Language Schools

by Place of Origin in 2011

Place of origin	China	Korea	Vietnam	Nepal	Taiwan	Thailand	Others	Total
# of students	17,354	2,862	1,046	957	901	385	2,117	25,622
% of total	67.7	11.2	4.1	3.7	3.5	1.5	8.3	100
% change	-22.1	-47.9	+45.1	+27.3	-27.0	-25.1		-23.0

of Int'l students enrolled in Japanese language schools in 2010: **33,266**

Source: Japan Student Services Organization (2012)

Grand total: enrolled in language schools (25,622) + HEIs (138,075) = **163,697 (-6.5%)**

*Typical path to Japanese degree: Japanese language schools and programs (*port of entry*) → entrance exams → HEIs (esp. undergraduate programs): **70%**

300,000 International Students Plan

- Launched in 2008
- Mission: Create “A Japan That is Open to the World” as part of the country’s global strategy
- Goal: Boost the # of int’l students to 300,000 by 2020
- Five key components
 1. Invitation to study in Japan (including “one-stop-service” network).
 2. Improvements of HEIs’ recruitment (promotion), admission process (esp. screening method), and immigration services.
 3. Promotion of globalization of Japanese HEIs.
 4. Improvement of supporting system for int’l students (esp. housing).
 5. Promotion of post-graduation employment in Japan (globalization of Japanese society: *implicit immigration policy*).

2. Improvements of Recruitment, Admission Process, and Immigration Services

- Improve promotion and recruitment incl. the contents of HEIs' websites with online application.
- Expand the use of the “Document-screening only method (pre-departure admission)” combined with EJU or JLPT scores instead of on-campus entrance exams.
 - *Need to establish a “national center” for foreign credential evaluation to support HEIs' international admissions offices.*
- Improve pre-departure arrangements and support of accommodations and scholarships for newly accepted int'l students.
- Streamline visa status for international students.
 - “Pre-College” visa was merged into “College” visa (unified visa for international students) in 2010.

Differences of International Student Recruitment and Admissions

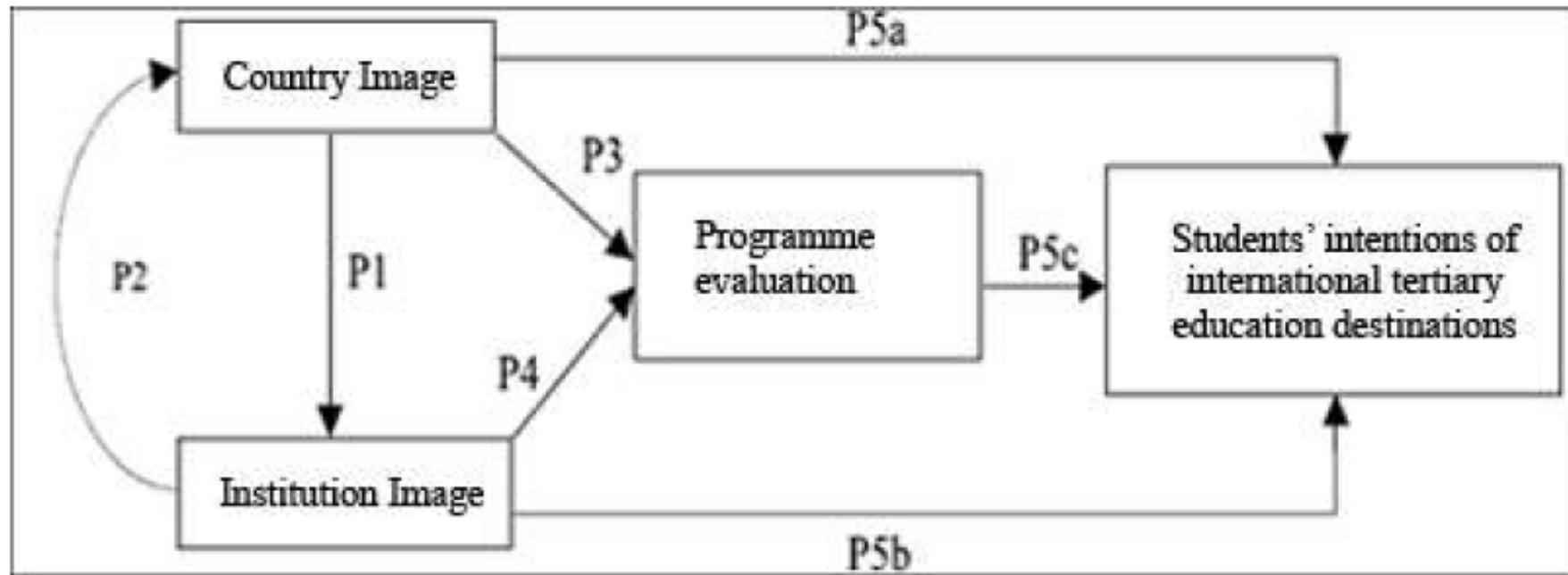
	Japan	Other Countries
Overseas Info. Center	JASSO's 4 centers and 55 "Study in Japan" resource centers	British Council: 229, CampusFrance: 103, IDP: 75, DAAD 14 , EducationUSA: 400
Online application	Rare (paper-based application)	Very common
Required test score	Scores of EJU incl. academic subject tests or JLPT and TOEFL	Language test, e.g. TOEFL or IELTS, score only
Foreign credential evaluation process	Virtually nonexistent	Processed by national center or NPO evaluators and institutions
Screening method	On-campus entrance exam and interview	Document screening only
Application fee	Expensive (JPY35,000 ÷ US\$454) and no credit cards accepted	Less expensive (avg. in US: \$40-50) and credit cards accepted
Using commissioned recruiters	Not common in general, but lower-tiered private institutions often use	Quite common except US
Transfer students	Very rare	Very common in US with <u>credit transfer</u> and <u>articulation programs</u>
Conditional admissions	Nonexistent	Quite common
Affiliated language school	Not so common (private unis. only)	Quite common

Decision-making Process of Prospective Int'l Students

- The image of a host country's education system may play a significant role in students' choice of destination (EduWorld, 2001; Choudaha, 2009)
- Prospective students tend to choose first the country and then the institution (Bourke, 2000; Srikatanyoo and Gnoth, 2002)

Conceptual Framework for Int'l Students' Decision-making Process

Figure 1. Conceptual framework for international students' decision-making process



Source: Srikatanyoo & Gnoth (2002).

Influential Factors for a Student's Choice of Country

- 6 attractiveness factors that influence a student's choice of country as a study destination (IDP, 2003)
 1. Quality of education
 2. Employment prospects
 3. Affordability
 4. Personal security/risk
 5. Lifestyle
 6. Education accessibility

Survey on Attractiveness of Countries as a Study Destination

- Based on the IDP model, in 2008 and 2009, the perception survey was conducted regarding the attractiveness of countries as a study destination (Yokota, Ota, et al).
 - In China: surveyed on 5 countries; US, UK, Australia, Japan, Korea
 - In Malaysia: surveyed on 7 countries; US, UK, Australia, Japan, China, Korea, and Singapore
 - Respondents: undergraduate students at major universities in China (491) and Malaysia (644)

Survey on Attractiveness of Countries as a Study Destination

□ Findings

- In general, the respondents' rating for Japan's attractiveness was higher than Korea (in the two countries), Singapore, and China (in Malaysia), but lower than US and UK, indicating a little lower than (close to) Australia.
- Overall, Japan was highly evaluated by respondents studying Japanese.
- Respondents, esp. in Malaysia, highly rated for Japan's pop culture.
- Compared with UK, US, AUS, the relatively reasonable tuition fees of Japanese HEIs and high public safety were not well recognized.

3. Promotion of Globalization of Japanese HEIs

- **Project for Establishing University Network for Internationalization (Global 30)**
 - MEXT's application-based competitive funding program started in 2009.
 - Selected unis. that function as core institutions for hosting and educating int'l students (leading unis. of globalizing Japan's H.Ed.).
 - Funding period: 5 years, prioritized financial assistance of 200 to 400M yen per institution per annum.
 - Selected "Global Universities" should...
 - Establish at least 2 English-based and degree-granting programs (one in undergraduate ed. and the other in postgraduate ed.).
 - Increase the # of int'l faculty members incl. visiting scholars (5-10% of the total faculty members).
 - Increase the # of int'l students (2,600, 10-20 % of the student population, and 1,000 net increase).
 - Increase Fall intakes
 - Expected to play a major role in boosting the number of int'l students educated in Japan.

13 Universities of “Global 30”

National Unis. with # of int'l students: 2008→targeted # in 2020

1. Tohoku Uni. (1,218→3,211)
2. Uni. of Tsukuba (1,337→4,500)
3. The Uni. of Tokyo (2,444→3,500)
4. Nagoya Uni. (1,214→3,000)
5. Kyoto Uni. (1,336→3,200)
6. Osaka Uni. (1,439→3,000)
7. Kyushu Uni. (1,292→3,900)

Total: 10,280→24,311

Private Unis. with # of int'l students: 2008→targeted # in 2020

1. Keio Uni. (934→4,000)
2. Sophia Uni. (625→2,600)
3. Meiji Uni. (674→4,000)
4. Waseda Uni. (2,608→8,000)
5. Doshisha Uni. (563→3,500)
6. Ritsumeikan Uni. (1,119→4,005)

Total: 6,523→26,105

Grand Total: 16,803→50,416

New Initiatives

- Grants for Short-Stay (inbound) and Short-Visit (outbound) Programs <from 2011>
 - Inviting 7,000 students of HEIs abroad to Japanese HEIs
 - Sending 7,000 students of Japanese HEIs to overseas HEIs
 - Eligible program period: for less than 3 months (no minimum requirement) for both SS and SV programs
 - Amount of Grant: 80,000 yen per student per month
 - Applications should be submitted through Japanese HEIs.
 - Expected “**pump-priming effect**” for the increase of both international students in Japan and Japanese study abroad students.

Challenges and Recommendations

- Need the major reform of the H.Ed. system to increase the attractiveness of Japanese HEIs.
 - Need **proactive recruitment** and a **simple and applicant-friendly admissions system**: online-based application, “document-screening only method (pre-departure admissions)”, transfer admissions with foreign credential evaluation
 - **Diversify int’l admissions incl. exchange and short-term int’l students → Diversify the source countries of int’l students**
 - Collaborate with Japanese language schools, enhancing recruitment activities abroad with preparatory study programs (bridge course, pathway programs)
 - **Shift from input control to output control (admissions based on minimum standards): Quantity brings quality (to secure critical mass)**

Challenges and Recommendations

- **Need more student dormitories** as an educational facility.
- **Change the academic calendar and fiscal period:** beneficial for int'l collaboration with not only European and North American partners but also Asian ones.
- **Further internationalization** and **quality improvement** of universities' ed. (esp. English-taught programs).
- **Improve curriculum reform and development**, increasing rigor and relevance throughout a learning sequence.
- **Reinforce Japanese language ed.**, esp. for beginners.
- Hire more non-Japanese faculty members and staff.
- Need more international collaborative programs, **e.g. double and joint degree programs, articulation programs.**¹⁸

Challenges and Recommendations

- ❑ Reinforce career guidance and placement services for int'l students → Make Japan a more appealing place to live for int'l students after graduation.
- ❑ The gov't need to support pioneering institutions of internationalization, such as Global 4 (int'l liberal arts colleges), demonstrating good practices of int'l education.
- ❑ Implement further deregulations combined with effective quality assurance programs in Japanese H.Ed. as a whole.

Implications

- **Age of 100K Int'l Students Plan:** anticipated effect was that int'l students (catalyst) had to bring about the reform (internationalization) of Japanese H.Ed.
- **Age of 300K Int'l Students Plan:** Int'l students are attracted by “truly” internationalized HEIs in the highly competitive market.
- Japan's prolonged, demographic decline of 18-year-olds and a rapidly growing global economy have reshaped Japan's rationales and approaches to international ed. → New policy rationales, such as “skilled migration approach” and “revenue-generating approach” have merged.
- Can the gov't continue to provide HEIs with financial assistance for internationalization under the ongoing financial constraints?

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Thank you for your attention!

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