



Internationalization Trends of Education in Europe, North America and Asia:

A North American Perspective

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1. North American schools aligning with Bologna Accord



- **Potential for attracting European students**
- **North American schools are racing to launch pre-experience Masters programs**
- **Plenty of examples:**
 - Queen's
 - Thunderbird
 - Ivey
 - University of Victoria
- **Queen's example – 5 double degree options offer excellent value-add for students**

2. North American schools divided on approach to exchanges



- **MBA students go on more exchanges than undergraduates**
- **Growth area is in undergraduate exchanges**
- **Exchanges are more popular with Canadian schools than US schools. Why?**
 - **Canadians are more likely to travel internationally**
 - **Over half of Canadians have a passport vs. less than 1/3 of Americans**



3. Enrolment growth strategies vary

- **North American schools go overseas to grant degrees**
 - Long tradition of granting degrees overseas
 - Traditional sites – Latin America, Hong Kong, Japan
 - Recent emphasis – China, India



3. Enrolment growth strategies vary (cont'd)

- North American schools recruit students overseas
- Percentage of international student recruitment varies by country – and varies widely *within* countries

Percentage of Domestic students by program

	U.S.	Canada	Europe
Undergraduate	95%	81%	79%
MBA	85%	71%	65%
PhD	55%	58%	54%

Source: AACSB

Note: Domestic students defined as citizens and permanent residents