The Role of a Global Campus in International Student Mobility

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What does being global mean for student mobility?
Mobility between “parent” and “branch”

- Administratively and academically (relatively) easy
- May be a recruitment driver for the “branch”
- But less exciting for the “parent”
- So potentially unbalanced
Mainstreaming mobility in a global university
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THE INNOVATIVE UNIVERSITY

Changing the DNA of Higher Education from the Inside Out
Moving from “branch” to “platform”
Changing the DNA of a global university (internal)

- The global nature of the university is embedded in the curriculum
- Creating a reciprocal flow of curriculum development (and research)
- Assumption/expectation of student movement between campuses
- A relatively seamless inter-campus experience
Changing the DNA of a global university (external)

- There are relatively few universities with global “platforms”
- Campus diversity underpins relations with partners
- Other universities in the “home” country use the “platform”
- Networks of “platforms” become an international asset