



BIRMINGHAM CITY
University
International College

Annual Report 2015/16



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Vision

The Navitas vision is to be one of the most trusted learning organisations in the world. BCUIC aims to deliver that vision in partnership with Birmingham City University.

Core values

- Conviction of our purpose and potential
- Drive towards achieving and advancing together
- Adventurous in mind and spirit
- Rigour in enhancing our professional reputation and credibility
- Genuine in the way we behave and deliver
- Respect shown by celebrating, valuing and caring for people and the environment

Purpose

To achieve excellent student outcomes and an outstanding student experience.

HIGHLIGHTS

This annual report presents a snapshot of Birmingham City University International College as it completes its third year of operations. In September 2016 the College saw nearly 200 of its graduating students progressing to their main programme at Birmingham City University; this is, to date, the largest number of transitioning BCUIC students, demonstrating successful outcomes as a result of this strategic partnership.

Our inaugural three years have seen the achievement of a wealth of significant developments within both the University and College operations. Birmingham City University has now almost entirely relocated to its new City Centre and South Birmingham campuses, offering state-of-the-art facilities in specialist areas – ranging from Health through to Engineering, Media and Design. The whole of the University’s curriculum has furthermore been subjected to a rigorous review, and employability and internationalisation are now at the forefront. As a result, the refreshed portfolio of courses adds value to both Birmingham City University and BCUIC in a competitive marketplace.

There is an opportunity to develop the strategic partnership in a broader sense, with regards to Birmingham City University’s expanding transnational portfolio and the widening of the BCUIC offer to support this. Also currently under discussion is the possibility of BCUIC further integrating into the University offer through future relocation to the city centre.

The building of the Navitas and BCUIC capacity is critical in responding to these opportunities, and BCUIC (along with other colleges) is heavily engaged in Navigrow: a focus on people and their development to ensure that we attract and retain the best talent. Navigate will also enable a full review of IT systems in order to deliver a framework for the future, providing a strong focus on teaching and learning through the 20:20 Navitas strategic project framework.

This report shares some of the stories behind this overview, including the special team players and students who have helped to build the BCUIC success story in 2015/16.

Cheryl Badhams
College Director/Principal, BCUIC





Student focus recognised by the QAA in their Higher Education Review in April 2016.

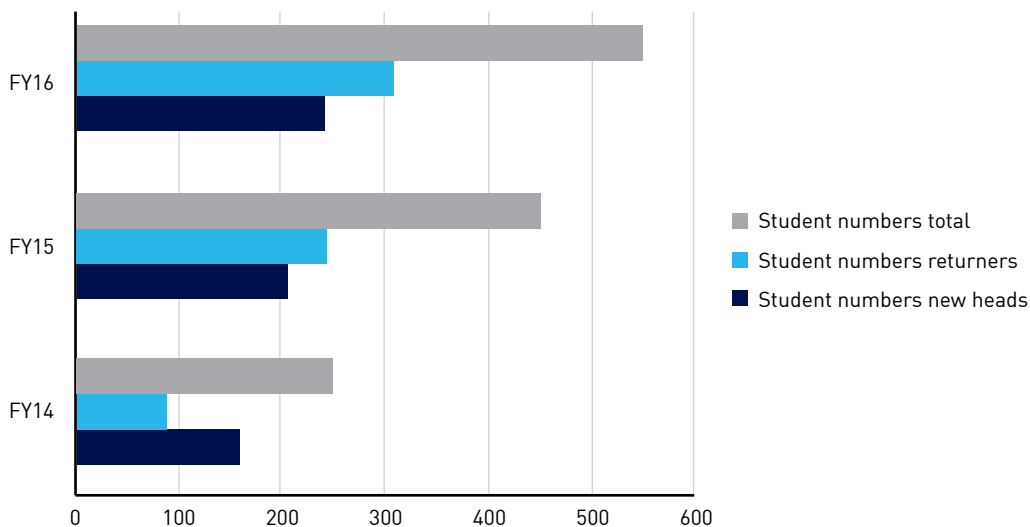
New Ruskin Hall common room

Business *outcomes*

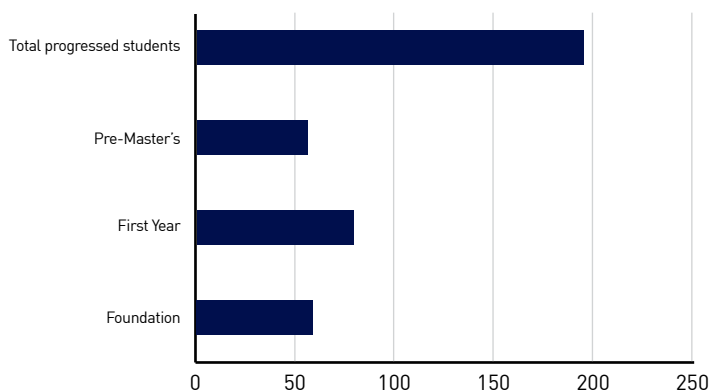
Key successes for BCUIC over 2015/16 have included achieving in excess of 500 enrolments throughout the year, with some 250 students studying on campus in the January semester. Numbers have been spread across the portfolio of courses, while Business and Art & Design have continued to grow their market appeal.



BCUIC student numbers 2014/16 (actual and forecast)



Student progression from BCUIC to Birmingham City University in 2015/16



The college portfolio now extends over the majority of the key curriculum areas, providing pathways in all the main Faculties – with developments in Health, Education and Life Sciences completing that portfolio cross-section. The geographical spread of markets has also expanded, with Middle East and SE Asia showing early recruitment growth, while the College continues to consolidate its brand in established markets such as China and Nigeria.

The College has become increasingly embedded into the Birmingham City University partnership and is now positioned as a partner of choice in strategic project developments. The academic metrics (see page 7) have established a reputation for excellence and success, and BCUIC students are now welcomed in

Birmingham City University; the latest set of tracer study statistics demonstrates exceptional achievements in a number of areas. The links through the University’s International Office and Academic Services are closer than ever as joint-planning and collaboration become established.

In 2015/16 the BCUIC campus saw further investment as the development of facilities kept pace with the College’s growth profile. A new common room was opened in Ruskin Hall and a new snooker table took pride of place in the recreational area. BCUIC students commended this greater student focus, which gives priority to the student voice and seeks to deliver ongoing enhancement, as recognised by the QAA in their Higher Education Review in April 2016 (see page 7).

95%
 progression rate to Birmingham City University

BCUIC students tend to perform the same or better than international students who enter the University directly.

(BCU tracer statistics)

Marketing and Admissions: *2016 summary*

Recruitment overview

2016 saw a flat trajectory in enrolments, with the same number of students enrolling in 2016 as 2015. This is reflective of the UK market conditions, which saw a 1% drop in overall enrolments across all UK Higher Education institutions.

The College saw strong growth in the January intake but saw drops in the May and September intakes.

Intake	Enrolments
January 2016	90
May 2016	25
September 2016	124
Total	239

A view of the products showed that Pre-Master's one-semester enrolments decreased – a key and unique course for Navitas, and offered at BCUIIC.

Foundation Law students decreased significantly, although increases were seen in Foundation Engineering and First Year Business.

We have seen growth from the following countries: China, UK, Vietnam, Pakistan and Qatar. The growth out of China and Pakistan was notable as it worked against the UK-wide trend of declining numbers for these markets.

Growth was also noted out of East Africa, where approval of the KCSE English test as proof of English meant BCUIIC met standard market expectations here.

Decreases came from: Hong Kong, India, Nigeria and other parts of Africa. In Hong Kong and India the source country offices have a plan in place to ensure we meet our future recruitment targets.

Breakdown by region

Source Region	Marketing year	
	2015	2016
Europe & West Africa	91	84
Great China	63	72
MENA and East & Southern Africa	28	32
Rest of the World	10	14
South Asia	20	21
South East Asia	25	25
Grand Total	237	248



Learning and teaching

at BCUIC

The following three tables show figures for enrolments, progression rate and pass rate for the 1503 (September), 1601 (January) and 1602 (May) semesters of the 2015/16 academic year.

Total enrolments by stage

Stage	1503			1601			1602		
	Returners	New	Total	Returners	New	Total	Returners	New	Total
Foundation	26	66	92	81	29	110	56	11	67
First Year	35	19	54	56	32	88	40	0	40
Pre-Master's	4	36	40	18	29	47	30	13	33
Total enrolments	65	121	186	155	90	245	116	24	140

Rates of progression to the next stage of study (%)

Subject area	1503	1601	1602
University Foundation			
Art and Design	89	98	91
Business	94	88	92
Law	94	87	100
Science and Engineering	100	86	92
First Year Degree			
Business	92	96	90
Science and Engineering	100	76	100
Pre-Master's			
Art and Design	100	87.5	83
Business	98	100	100

Pass rates by stage and subject area (%)

Subject area	1503	1601	1602
University Foundation			
Art and Design	91	97	92
Business	80	89	70
Law	90	93	100
Science and Engineering	84	93	100
First Year Degree			
Business	89	93	93
Science and Engineering	100	100	N/A
Pre-Master's			
Art and Design	88	100	100
Business	95	97	100

Enhancements in 2015/16

QAA Review 2016

The College was reviewed by the Quality Assurance Agency (QAA) in April 2016 under the Higher Education Review framework; this was part of a wider review of all Navitas colleges.

The College achieved the following outcomes from this review:

- The maintenance of the academic standards of awards offered on behalf of Navitas and BCUIC's degree awarding body meets UK expectations.
- The quality of student learning opportunities is commended.
- The quality of the information about learning opportunities meets UK expectations.

In addition, the following were highlighted as good practice:

- the comprehensive and extensive provision of teaching and learning material on the VLE that provides an equal and effective opportunity for students to achieve intended learning outcomes (Expectation B3)
- the range of opportunities for student engagement in developing learning facilities and resources (Expectations B5 and B3)
- the flexible and effective assessment feedback mechanisms which enable and promote student learning (Expectation B6)
- the effective use of tracer data from the University in reviewing curricula and student performance and achievement (Expectation B8).

Developments in 2015/16

- Pre-Master's programmes have increased in length, from 10 weeks to 13 weeks, to align with Foundation and First Year programmes – and all programmes now commence at the same time.
- Navitas introduced a centralised Admissions and Recruitment Centre (ARC) based in Oxford. The ARC works with all UK Navitas colleges, with the aim of increasing efficiency and providing an improved customer experience.
- With the aim of enhancing the student experience at BCUIC, Ruskin Hall got its own student common room - complete with pool table and comfy sofas.
- In 2016 Navitas introduced an upgrade to MOODLE, the online learning platform. The upgrade provides BCUIC students with an enhanced learning experience and allows BCUIC tutors to make greater use of online assessment and marking.

PROFILES: *tutors*



Lisa Sheppy

Teaches: Art and Design

Professional qualifications:

BA Fine Art, MA Multi-disciplinary Print Making

Professional background:

Lisa worked as a professional artist and as an artist in residence at a school before getting into teaching. Alongside her teaching at BCUIC, Lisa has her own studio where she works with glass and print. She still receives commissions for sculptural pieces and has recently been selected for the British Glass Biennial Exhibition.



John Reynolds

Teaches: Business and Management

Professional qualifications: BSc Economics & Geography, MBA

Professional background:

John has been a Wolverhampton City Councillor since 1998, and is a Cabinet Member for City Economy. He was involved in securing the Jaguar Land Rover engine plant for Wolverhampton, and has lectured in Business and Economics for over 20 years.



Sanjeev Thavarajah

Teaches: Law

Professional qualifications: LLB, LLM International Law,
MA International Relations, PhD International Business Relations

Professional background:

Sanjeev completed research at the Institute of International Relations in Prague before working as a Legal & Policy Advisor at the European Parliament in Brussels. He then started lecturing at Coventry University in Law, Business, Marketing, Politics and Management.

Sanjeev has published two academic books – one on international law and terrorism; one on Indian foreign and security policy.

students



Mayar El-Sayed

Former BCUIC Student

From Kuwait

Studying BA (Hons) Architecture

"I really enjoyed my time at BCUIC. I hardly had any art experience before, but my course allowed me to experiment with different types of media and we were given lots of creative freedom. We also had plenty of opportunities to study independently, which has prepared me really well for university.

"It was so easy to socialise and make friends at BCUIC because we were all in the same situation – we discovered Birmingham together! I found it very easy to settle in and adapt to life in Birmingham because everyone was so welcoming.

"Progressing to the University has been a smooth transition. There's more independent study, but I feel a lot more confident than my classmates because I've had a head-start at BCUIC."



Nnanyere Ezenwa Anamekwe

Current BCUIC Student

From Nigeria

Studying Foundation in Business

"The work is achievable because we receive plenty of support, and the teachers interact with us and share their subject knowledge.

"Birmingham is a great place to study – it's the UK's second biggest city, so it has lots of different cultures. Meeting new people from so many different countries has broadened my outlook.

"After I graduate I want to do a Master's, and then go back to Nigeria and join the NYSC. After that I'd like to get a job in a private accounting firm. I'd ultimately like to travel and help develop Africa."

BCUIC

student events in 2016

Freshers' Fair
with exhibitors, student offers, sports activities,
music and photo booth.



Trip to Jaguar Land Rover

Halloween Party and Student Council election campaign
(Photo: by Quina Reivaldi Limantara)



Art and Design exhibition
with students' architectural,
fashion and jewellery creations.





BCUIC Awards
recognising the achievements of outstanding BCUIC students, tutors and alumni.



Trip to Cadbury World
just minutes away from the BCUIC campus in Bournville.

Product development *for 2017*

In 2016, new programmes were finalised as a result of Birmingham City University's 'Transforming the Curriculum' agenda. This new provision means that BCUIC students can now progress onto over 150 degree programmes at the University.

Highlights of the new provision include:

- Undergraduate Education, Health Science and Sports Science pathways, leading to degrees from the University's Faculty of Health, Education and Life Sciences.
- Undergraduate and postgraduate Media pathways, leading to degree courses ranked in the UK's top 30 (University Guide 2017).
- Both undergraduate and postgraduate Jewellery pathways, leading onto degrees delivered at the University's jewellery school - the largest of its kind in Europe.
- Access to integrated Master's degrees from Foundation or First Year entry points, enabling students to progress directly onto postgraduate study.
- Dedicated postgraduate pathways in Engineering and Management and Built Environment.
- Pathways to some two-year fast-track degrees in Gaming – enabling students to graduate a year early.

This new range of pathways will provide BCUIC with an excellent platform for recruitment into 2017.

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www.bcu.ac.uk/bcuic
www.navitas.com



BCUIC is part of the Navitas Group.

