



OFFSHORE PROGRAMS, RELEVANT TOOL FOR INTERNATIONALIZATION OF HIGHER EDUCATION

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USP - 10th september 2019





INTRODUCTION

- Essential but not very well-known university internationalization tool: **offshore program** (also called oversea program)
- In few words:
 - program/diploma of a home university which is **not followed in its country** by an international student, but exported **abroad** to be followed by this international student in his/her country in a partner university





INTRODUCTION

- For example, a French degree from Lyon 3 followed in Armenia by an Armenian student
- Internationalization **at home**
- The one who is mobile is not the student but the **teacher**





INTRODUCTION

Why this topic?

- Internationalization tool **relevant**
- Internationalization tool little known and therefore **innovative**
- Internationalization tool in application between **USP and Lyon 3**
- Internationalization in accordance with the national plan "**Welcome to France**" 2018





INTRODUCTION

Plan :

- **What** is an offshore program precisely?
- **Why** develop an offshore program?
- **With whom** to develop an offshore program?
- **How** to develop an offshore program?





INTRODUCTION

French local and national context

- **Local context: University Lyon 3 (Jean Moulin)**
 - University of **social sciences** (law, management, languages, letters, philosophy)
 - But **all disciplines** after the planned 2020 merger with 3 other HEIs
 - **30,000** students but **100,000 in 2020** after the merger
 - **5092** foreign students of 122 nationalities: **17%** of students





INTRODUCTION

– 54 offshore programs

- with **2516 students** enrolled
- in **19 countries** (Algeria | Armenia | Brazil | Burkina Faso | Cambodia | Cameroon | China | Ivory Coast | Egypt | Hungary | Iran | Laos | Lebanon | Madagascar | Morocco | Poland | Czech Republic | Tunisia | Vietnam)
- in **law, management, philosophy**





INTRODUCTION

- **15 double degrees** in 7 countries
- **719 students outgoing** in 45 countries
- 206 Erasmus+ partners, 237 partners outside Erasmus zone
- **16 languages** taught
- **38% of foreign PhD students** out of 553 enrolled, representing 64 nationalities
- **41 co-tutelles** with 12 countries





- **National context: French offshore programs in the world**

- **326** in total in 2015 (no more recent figures)

- **Latin America / Caribbean: 18**

- Africa: 126

- Asia: 106

- Europe: 47

- Near / Middle East: 26

- North America: 2

- Oceania: 1

- Especially in **management/engineering**

- **10,000 students** in 2016





1/ WHAT IS AN OFFSHORE PROGRAM?

- Based on a **partnership** between home university and partner university
- Corresponds to a French diploma proposed not on our premises but **abroad**
- Courses taught in French and/or in English by **teachers assigned by home university**
- International student graduates **from home university**





1/ WHAT IS AN OFFSHORE PROGRAM?

- National diploma **OR** university diploma (*ie* not recognized at the national level)
- National diploma: **Bachelor, Master or PhD** (DBA)
- Offshore program related to partner country needs to train managers to **new skills**





More precisely...

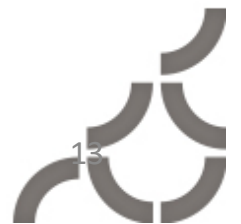
- In addition, sometimes a **diploma of the country** in which the relocation is included
- So **2 degrees** taught:
 - French or English courses by French teachers
 - Course in host country language by local teachers
- **2 degrees** obtained: degree from home university and diploma from partner university
- **Rare** hypothesis: welcoming students from the home university





1/ WHAT IS AN OFFSHORE PROGRAM?

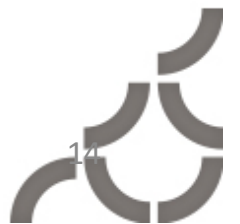
- Difference with:
 - **Double degree**: close but different
 - **Offshore campus**:
 - Relocation of premises and diploma (for example, Sorbonne Abu Dhabi)
 - Whereas in the offshore program only the diploma is relocated, not the university premises
 - **Franco-foreign university** (French university in Armenia, or in Egypt), even if these universities can offer offshore programs





2/ WHY DEVELOP AN OFFSHORE PROGRAM?

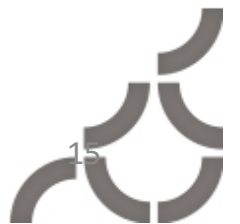
- Several assets for **all stakeholders**:
 - international students
 - home university
 - partner university





2/ WHY DEVELOP AN OFFSHORE PROGRAM?

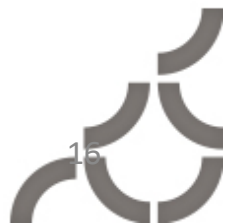
- For the **international student**, offshore program:
 - Allows to **obtain a degree** from a foreign university without having to be mobile
 - Become **bilingual** or even **trilingual** for training in French/English/language of the host country,
 - **First step** before a possible study continuation in France





2/ WHY DEVELOP AN OFFSHORE PROGRAM?

- For the **home university** (institution whose diploma is relocated):
 - International and local **outreach** tool
 - Tool for **structuring and diversifying** international politics
 - **Privileged** partnership tool for 2 institutions
 - **Recruitment** tool for international students enrolling after offshore program for master or doctorate

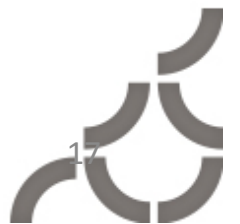




2/ WHY DEVELOP AN OFFSHORE PROGRAM?

- For the **partner university** (establishment at which the diploma is relocated):
 - Strong **competitive advantage** compared to other local institutions: offer French diplomas (Laos, Cambodia) in foreign universities
 - **Compensate** for a local training offer that doesn't exist or in insufficient number or that doesn't meet expectations

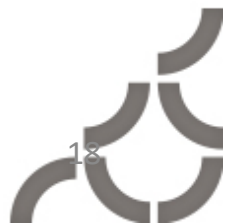
Win-win-win so!





3/ WITH WHOM TO DEVELOP AN OFFSHORE PROGRAM?

- Necessary to choose both
 - 1 country
 - 1 partner institution within this country





- For the **country**: types of relevant countries:
 - Countries whose **economic** resources make it difficult for students to study abroad (Lyon 3: Laos, Cambodia)
 - Countries whose economic means are sufficient but for which the **distance** makes a stay more complicated (Lyon 3: Sao Paulo, Shanghai)
 - Countries with sufficient financial means and not very far away but which don't have an **offer of training** in this specialty (Lyon 3: Czech Republic)
 - Countries that combine different **criteria**





3/ WITH WHOM TO DEVELOP AN OFFSHORE PROGRAM?

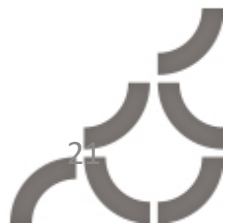
- For the **partner institution**:
 - establishment may be **public or private**
 - university **or** schools
 - **key question**: choice of partner because a very strong partnership for many years with many important responsibilities





3/ WITH WHOM TO DEVELOP AN OFFSHORE PROGRAM?

- With partner, several hypotheses:
 - offshore program **within** an already existing foreign partner university (*ie* USP)
 - offshore program in a **binational university** (French university in Armenia, French University of Egypt...)





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

- Program governed by an **agreement** defining administrative, financial and educational models
- Agreement must be **validated** by authorities of home university and partner university
- General time required: **1 year**
- **Several** points: educational, economic & legal dimensions





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

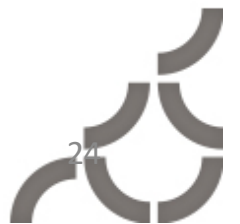
- **Educational** model
 - Educational **content**:
 - **Not a copy** of the national program, but an adaptation according to the economic, social and professional needs of the country
 - **Non-negotiable** courses and courses **adapted** to the context and local needs





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

- **Status of students:** students from 2 universities
- **Registration fees:** several possibilities:
 - payment of fees at both universities
 - or in one of only two
 - Lyon 3: fees paid to the partner university, no fees paid to Lyon 3
 - But international students are indeed students of Lyon 3: student card, access to databases ...





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

- **Economic** model
 - Different kinds of charges:
 - **courses** payment
 - **transport** costs
 - **accommodation** costs
 - **subsistence** costs (*per diem*)
 - **management** fees





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

- Support may vary:
 - For payment of **courses**:
 - Course of home university teachers paid by home university
 - Course of partner university teachers paid by partner university
 - For **other expenses**, 3 models:
 - Full support by **home** university
 - Total support by **partner** university
 - **Distribution** equal or not between the 2 partners





4/ HOW TO DEVELOP AN OFFSHORE PROGRAM?

- **Legal** model
 - According to the French legislation (decree of May 11, 2005), some **obligations** only:
 - need for the establishment to be **authorized** by the French State to issue the diploma
 - need to organize international partnership through an **agreement** between institutions concerned
 - need to specify in the agreement all the **conditions** for carrying out the training





Thanks for your attention

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