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## **Data Analysis From International Markets**

### Task 1: Multiple Choice Test

**DATA: Ages of sample population: 17, 18, 20, 21, 23, 24, 25, 27, 27, 30**

**1. This set of data is an example of:**

Quantitative data (b)

**2. For this set of data, 27 is the:**

Mode (a)

**3. For this set of data, 13 is the:**

Range (d)

**4. For this set of data, 23.2 is the:**

Mean (b)

**5. For this set of data, 23.5 is the:**

Median (c)

**6. The mean in any set of data is an example of a measure of:**

Central tendency (e)

**7. The range in any set of data is an example of a measure of:**

Dispersion (a)

**8. The mode in any set of data is an example of a measure of:**

Correlation (b)

**9. The standard deviation in any set of data is an example of a measure of:**

Deviation (c)

**10. If you needed a graph or chart to show the daily fluctuations in sales over a two year period, which one of these would not be appropriate:**

Pie chart (d)

## Task 2: Report

### International students around the globe

As per the researchers, in last 8 years there has been an increase in the enrolment of Indian students in U.S.A. However, the trend of Indians enrolling abroad has been decreasing in a recent past. The Chinese students' enrolments doubled from 62,523 in 2004/05 to 127,628 in 2009/10. During the same period of time, Indian student's enrolments were at a very slow rate, i.e. only 24,431 more in 2009/10, in comparison to 2004/05.

As the Indian economy is growing @ 7%p.a., jobs are created in India, and the middle class is benefitting from the same. This has lead to increased prosperity and thus people are able to afford expensive international education, and also increasing the career aspirations for Indians. The weakened currency of different countries drives a growth in overseas education market. In Australia, the Australian dollar is still strong, thus many Indian students cannot afford to study or reside there.

The students migrating to Australia for higher studies are from various parts of the globe. India has been a major contributor out of Asian countries, for years till 2011. The same relation among all the Asian contributors can be shown as below:

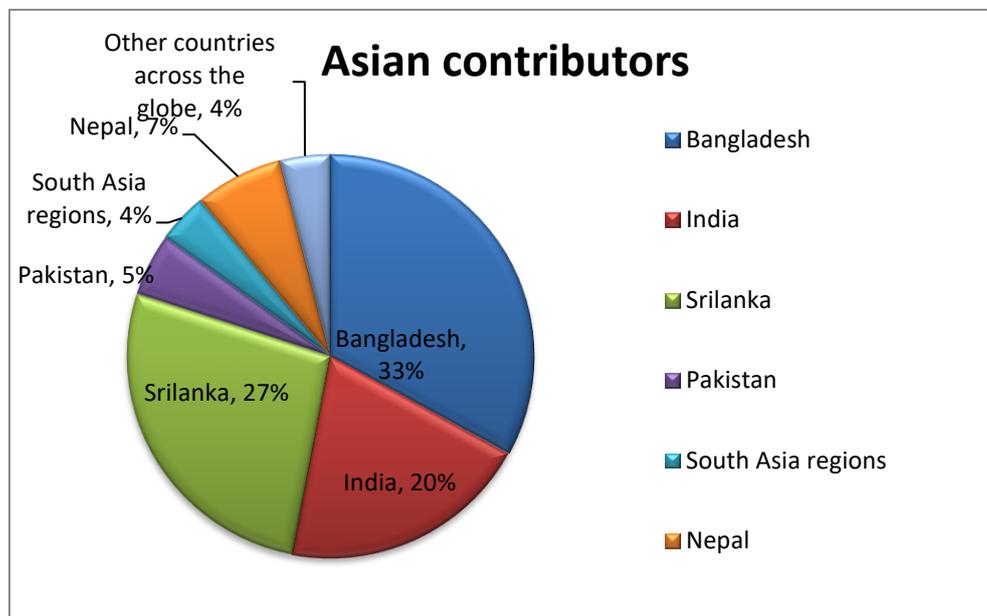


Figure 1: Own study

### Overall population of students in Australia and other countries for a span of 9 years (2000-2009)

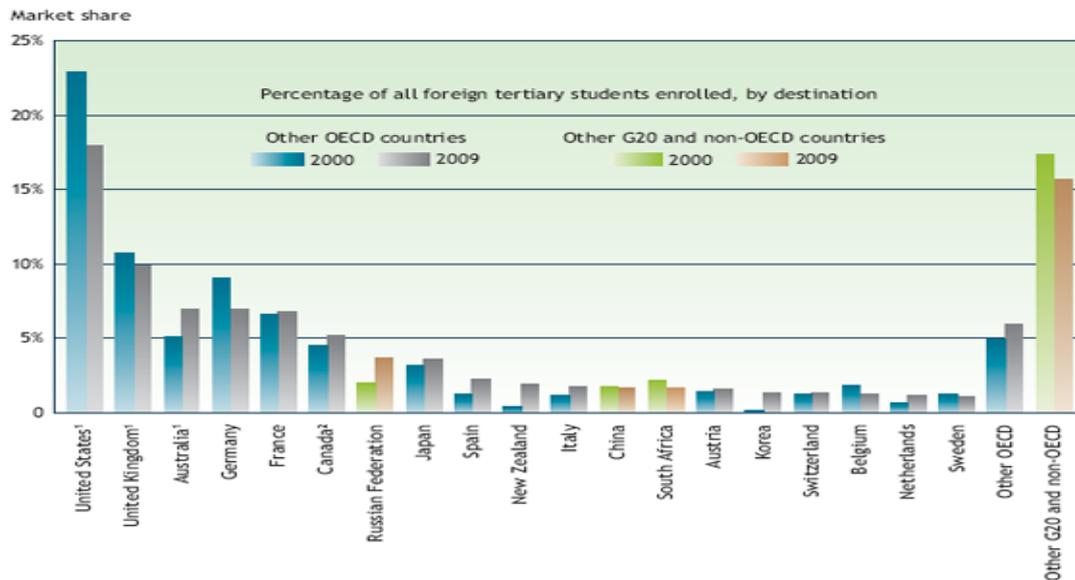


Figure 2: Foreign affairs trade and Development, Canada

Analysis of the above diagram: United States has been at the top position since a beginning, while Australia is at 3rd position following US and UK. Australia has seen a rise in the number of international students during the span of 9 years (2000-2009). The half of the international education market is captured by top 5 countries, and the rest is divided into parts to various countries across the globe. This top 5 being UK, US, Australia, Germany and France. The downfall in Australia has benefitted UK, and Canada in the past 2-3 years. (It is not reflected in the graph above, as the data is till 2009)

### Trends in International students in Australia

As per the report of September 2013, last 3 years have shown a decline in the International students, in Australia. In preceding 10 years, Australia had a growth rate of 5.7% of enrolments. However, in 2013 it was only 1.9%. India had been a key contributor to the international students' enrolments in Australia. There has been an increase in the post graduate commencements, but a bachelor degree level has seen a decline by 3.3% during this period. There have been negligible enrollments of Indian students into ELIOS and school level. Similarly, for Non award sector, China and USA had more enrolments than any other countries like India, Brazil, etc. The graph below shows the international students commencement in Australia during the period of September 2010-September 2013.

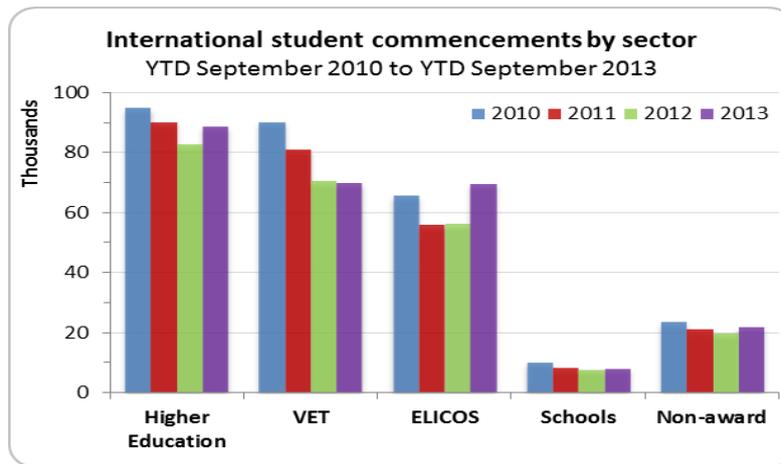


Figure 3: Aei.gov

The Australian Education classifies international students into five **sectors**. These are:

- Higher Education - undergraduate and postgraduate campus students
- Vocational Education and Training (VET) - technological and Further Education (TAFE) and connected association students
- School - playschool, primary, secondary (junior and senior) students
- English Language Intensive Courses for Overseas Students (ELICOS) - English language intensive students.
- Other - courses outside the above categories, e.g. foundation courses, non-award and enabling courses.

The table below shows the data in a tabular form:

<b>The Top 5 nationalities contributed 52.3% of Australia's enrolments in all sectors</b>				
<i>Nationality</i>	<i>YTD Sept. 2012</i>	<i>YTD Sept. 2013</i>	<i>Growth on YTD Sept. 2012</i>	<i>Share of all nationalities</i>
China	139,140	139,236	0.1%	28.9%
India	49,114	44,105	-10.2%	9.2%
Republic of Vietnam	24,977	24,868	-0.4%	5.2%
Malaysia	20,448	23,331	14.1%	4.8%
Other	20,827	20,404	-2.0%	4.2%
<b>All</b>	<b>218,083</b>	<b>229,490</b>	<b>5.2%</b>	<b>47.7%</b>
<b>All</b>	<b>472,589</b>	<b>481,434</b>	<b>1.9%</b>	<b>100.0%</b>

Table 1: Aei.gov

### Central Tendency for International Students

Central tendency in 2011(for international students) = Total/5 =233.1/5 =46.62.

As the figures are in thousands so average international students in Australian universities (as per data above) are approx.46, 620.

When we look at the students moving to Australia, in comparison to U.S, Germany, UK and France, the market share information available till 2009 is as below:

### MARKET SHARE OF INTERNATIONAL TERTIARY STUDENTS - 2000, 2009(a)

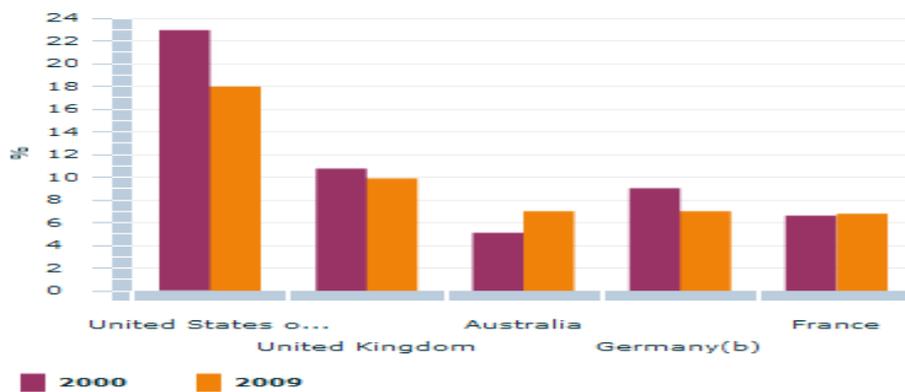


Figure4: Organisation for Economic Co-operation and Development, Education at a Glance, 2011

(a) The proportion of students abroad is based only on the total of students enrolled in countries reporting data to the OECD and UNESCO Institute for Statistics.

(b) Excludes advanced research programmes.

The United States has highest number of immigrants followed by Australia. As per the data above, and researches, the prospects of people moving to Australia were high in few past years (i.e. 2000-2009). But due to some unforeseen circumstances, and fatal attack on an Indian student in 2010, Australia lost its place from being a great choice of the students. Now people moving from India and other nations, to Australia has declined majorly, however the main competitors like Canada, UK, New Zealand, have all experienced growth since (Edwards 2014, Acer e news).

### Analysis:

The Indians are moving more towards United Kingdom and Canada due to *the Australia effect* (Wenr.wes.org, 2010). The safety concern of Indian students is the major reason behind

the same. The total enrollments in September 2010 reduced by approx 20% than the previous year's enrollments. However, the United States did not gain much from the loss of Australia. The major factor behind this might be the same has been the decrease in rate of acceptance of Indian students by the U.S colleges and universities due to over indulgence of Indian students in the particular fields of study at various levels. Indian students apply at large, and as there is less differentiation shown by applicants, the decline rate is high. UK colleges and universities have better recruitment strategies, which are more aggressive than Australia and U.S, and hence attract more students.

Given the increase of the information technology services industry, Indians see engineering as a striking career choice with opportunities of long-term settlement in the United States. However, do not get selected by universities out there. In accumulation, career opportunities in India are making potential graduate candidates to divert from academic causes to work as a reason for settlement. Similarly, graduate opportunities at UK universities are more suitable as the Indian students get a better return on investments, even with a short term master's degree program (Dette, Munk and Wagner 2009).

In Australia, some of the universities have a high proportion of international students, and the number is widely dispersed. There are some large universities like Mohnash University that have highest number of domestic and onshore International students. The University of New South Wales follows the trend. The Indian and other country's students who wish to study abroad, not only consider the quality education and course option, but also other factors like closeness to major cities, and infrastructures, while choosing to study. As per the data available with Australia education International, 2011:

**AUSTRALIAN UNIVERSITIES WITH THE HIGHEST NUMBER OF INTERNATIONAL STUDENTS - 2010(a)**

<b>Australian University</b>	<b>International ('000)</b>	<b>Domestic ('000)</b>	<b>Total ('000)</b>	<b>International proportion (%)</b>
Monash University	13.4	40.3	53.6	24.9
The University of	13.2	36.3	49.5	26.7

New South Wales				
Macquarie University	12.2	24.1	36.4	33.6
The University of Melbourne(b)	12.0	33.4	45.4	26.4
Griffith University	11.0	30.8	41.8	26.2
<b>Total all universities</b>	<b>233.1</b>	<b>813.7</b>	<b>1,046.8</b>	<b>22.3</b>

**Table 2: Onshore international students as a proportion of all onshore students by university, 2010 (Australian Education International, October 2011)**

(a) Includes onshore students only. (b) 2010 data has not been published for this institution, 2009 data has been shown.

### **Future forecast: Whether Australian markets have recovered confidence in India?**

SLIC has observed a trend for fall in 2011 has been same as 2009-10, with the United Kingdom and Canada abiding to draw students from the United States and Australia. For the fall in 2012 admissions cycle, if the U.S. market has adequately stabilized and Australia has conquered its public relations issues with Indian students than the scene for changed growth looks positive. Especially if planned immigration reforms in the Australian make it less attractive. Another European master's programs are expected to grow grip, and Canada/U.K will draw talent by leveraging immigration and grants policies (Simon, Smith and West 2009).

Threats to the company that have lead to decline in International students moving to Australia

The major threat involves changes in migration programs that have made a study in Australia's connections weak with getting permanent residency. There has been tightening of visa regulations by the Government, resulting in a high number of visa refusals, impacting the registrations and thus resulting to reduction in an ingestion of international students.

- Australian dollar has been strengthened, thus increasing financial burden on students, and decreasing the number of Indian students moving to Australia in 2010. This downward trending continued in following years, as well.
- Violence against international students gained worldwide media attention, thus having a negative impact on Australian education. There have been incidents of assault and robbery on Indian students, especially in Melbourne, with the culprits being in their teens and early 20s. Australia is free of crime, but as in other parts of the World, there are various elements that encourage crime, especially in the urban areas.
- Closure of old and experienced universities in Australia- There had been various substandard private colleges in Australia, which did not meet the guidelines set by Australian federation and state government. The students enrolling in these kinds of substandard institutes have a bad experience of studying there. Due to this issue, in 2010, State Government in Victoria audited various private institutions and ensured that all the registered colleges met the guidelines. The non registered ones had to shut down due to no importance been given to their courses in the global and domestic markets.
- Other developing nations and competitors like U.S, UK, Canada and NZ have been focusing on the Indian and Chinese students for improving their international education standards.

### **Opportunities for SLIC:**

The low confidence among Indians is clear with the downfall in trends. The company fears losing its stake among Indian students, however; it should be seen that the Indians will carry on searching for opportunities to study overseas and will be flexible to discover different destinations. Australia has the opportunity to use different techniques and immigration policies to draw talent from India and other countries. The excellent benefit for Indian students willing to go to Australia for study is that both have same education pattern, based on British education system. So, it becomes easier to get admission to any level without any hassle of valuation of credentials. Australian degrees are accepted by the Association of Indian Universities for a purpose of government employment and supplementary education in any Indian university.

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