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Introduction

Chris Slade,
Director of Partnerships
Staffordshire University

“The rewards flowing from partnership are achieved through shared goals and ideals, openness, mutual understanding and trust and the willingness to learn from each other and grow the relationship.” Staffordshire University Plan 2012-2017

Staffordshire University has a long standing and excellent reputation for its partnership activity which spans a period of over 20 years. We are proud to be in partnership with a wide range of organisations including international universities, international private providers and UK colleges and charitable organisations. These collaborations continually influence our courses, our teaching and our commitment to enhancing the opportunity for students to study how and where suits them best.

Our global partnership network has grown through working with partners who demonstrate our shared values and aims – openness, transparency, integrity and professionalism. Our commitment is demonstrated in our University Plan, which recognises partnership working in all its forms as key to our ambitions for the future.

This booklet gives a brief introduction to our current international partners. Through our first International Partnerships Conference we aim to enable partners and University staff to meet and share experiences and practice and to learn more about our community, for the benefit of all, but ultimately, for the benefit of our international family of students.

We have a range of collaborative partnerships which include accreditation, distance learning, dual, franchise, outreach and quality assurance models. Further information can be found at: www.staffs.ac.uk/partnerships/international
As an extension of the long-standing partnership over a 30 year period between Staffordshire University and APIIT Malaysia, unique tripartite collaborations have also been established between Staffordshire University and APIIT's overseas centres in Sri Lanka and India. These relationships are based on a shared vision which encompasses a commitment to provide learning experiences of high quality, recognition of the importance of equal opportunity, and the training of graduates who will be immediately effective in employment.

Through Staffordshire University’s rigorous validation and quality assurance processes APIIT Sri Lanka and APIIT India deliver a range of quality assured and franchised undergraduate and postgraduate awards in computing, engineering, technology, business and law. Law students from APIIT-Lanka have the option to study their final year at Staffordshire University in the UK to gain their qualifying law degree.

These partnerships have enabled students from the South Asian region to access quality UK Education as a true model of Trans National Education.

www.apiit.lk
www.apiit.edu.in
As part of the APIIT Education Group, APU Malaysia is a well-established centre of excellence in education in technology and an award winning university with an international community of more than 10,000 students from more than 105 countries studying in its cosmopolitan learning environment.

In 2004 the then APIIT Malaysia was formally invited by the Ministry of Education to upgrade to a University College and became known as Asia Pacific University College of Technology and Innovation (UCTI). UCTI was further upgraded to become a full university in its own right in 2012 becoming known as Asia Pacific University of Technology and Innovation (APU); such is the strength of the partnership between Staffordshire University and APU that even with its own degree awarding powers the collaboration between APU, APIIT and Staffordshire University continues to develop and thrive.

APU offers a broad range of quality assured and undergraduate and postgraduate awards as well as undergraduate and postgraduate dual awards in the fields of computing, engineering, technology and business.

Continuing to expand, Staffordshire University and APIIT have recently validated a portfolio of new awards in the field of creative industries of over 30 new degrees to be launched mid-2014.

APU are proud to showcase a new state-of-the-art university campus located within Technology Park Malaysia (TPM), which is due to open in 2015. This ultra-modern design combines an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning.

www.apu.edu.my
www.apiit.edu.my
Bringing more educational opportunities to students who would like to pursue a British education and degree at home, British University Vietnam (BUV) has been approved to deliver Staffordshire University awards since 2008. A range of business awards are delivered through partnership with the Faculty of Business, Education and Law.

Delivering their programmes in English, BUV are committed to ensuring that the quality of their teaching, assessment and overall student experience closely matches that provided in the UK and they aim to be the leading provider of world-class higher education in Vietnam.

Currently located in the centre of Hanoi, construction of a new main campus is to commence early in 2014 in Ecopark in the northern province of Hung Yen (only 12.8km distance from the centre of Hanoi), which will be able to admit around 7,000 students when complete. The first phase will be completed by mid-2016.

**Validated awards:**

Certificate in Business  
Diploma in International Business Management  
Diploma in Marketing Management  
BA(Hons) Accounting and Finance  
BA(Hons) Accounting and Business  
BA(Hons) Business Administration  
BA(Hons) Business Management  
BA(Hons) Business and HRM  
BA(Hons) Business Management and Enterprise  
BA(Hons) Finance and Economics  
BA(Hons) Marketing Management  
BA(Hons) International Business Management  
BA(Hons) Tourism Management  
MBA  
MBA (International)  
MBA (Finance)

www.britishuniversity.edu.vn/en.html
A Chinese state owned university, Chengdu University of Technology (CDUT) founded in 1956, is one of the key provincial universities in Sichuan. After half a century of construction and development CDUT now boasts more than 35,000 full-time students studying on an array of undergraduate, graduate and doctorate programmes.

The academic provision at CDUT is organised into sixteen colleges, an institute of sedimentary geology and an institute of geological survey, spanning a wide range of subject areas including: science, engineering, arts, management, communication, economics, law, agriculture and education. CDUT also boasts two state key laboratories and four national key disciplines.

The partnership between Staffordshire University and CDUT began in 2003 when they were approved to deliver undergraduate business awards. This partnership arrangement also sees students studying their final year of the honours degree at Staffordshire University and having the opportunity to attend the graduation ceremony at the Trentham Estate.

CDUT takes great pride in its thousands of graduates. Most of them have become experts, in their respective professions in China.

Validated awards:

International Foundation Programme
BA (Hons) Business Management
BA (Hons) International Business Management
BA (Hons) Marketing Management

www.sucdutedu.org
City University of Hong Kong, HKSAR

City University of Hong Kong (CityU) is a vibrant university that prides itself on rapid development in both its educational and research activities. The University has established itself as a leading international university and is well placed in international ranking tables.

Offering state-of-the-art learning, teaching and research facilities in a high technology environment, CityU has a student population of approximately 20,000 enrolled on undergraduate and postgraduate level programmes with the Division of Building Science and Technology, and the Community College of City University offering associate degree programmes.

The School of Continuing and Professional Education (SCOPE) helps fulfil the University’s role as a centre for life-long education by providing continuing educational opportunities for the community through non-local degree, diploma, certificate and short programmes.

The partnership between Staffordshire University and CityU began in 1993. The undergraduate programmes are approved to be delivered through the Faculty of Computing, Engineering and Sciences, Staffordshire University and CityU SCOPE.

Validated awards:

BSc(Hons) Computing Science
BSc(Hons) Business Information Technology
BSc(Hons) Information Systems

www.cityu.edu.hk
www.cityu.edu.hk/ce
DISTED College, a renowned non-profit institution in Penang owned by the Wawasan Education Foundation, and Staffordshire University began their educational partnership in 1997 with quality assurance of business diploma courses and has since developed to offer a range of Staffordshire University validated degree awards.

The partnership affords students the opportunity of obtaining prestigious and progressive British degrees with considerable cost savings through the 3+0 option of completing the entire Staffordshire University degree courses at the college with a choice of 7 specialisms in accounting and finance, business management, international business management, marketing management, tourism management, events management and business information systems management.

Through its INSPIRE, Community CONNECT, Let’s Go Green and eLearn initiatives, DISTED simultaneously drives industry relevant education, creates community caring culture, inculcates strong environmental responsibility and leadership, and builds a mindset of life-long learning in students, staff and the community.

**Validated awards:**

- BA(Hons) Accounting and Finance
- BA(Hons) Business Management
- BA(Hons) Events Management
- BA(Hons) International Business Management
- BA(Hons) Marketing Management
- BA(Hons) Tourism Management
- BSc(Hons) Business Information Systems Management
- BSc(Hons) Internet Business Development
- BSc(Hons) Multi-Media Marketing

www.disted.edu.my
A private college licenced in 2007 by the Jiangsu Province Education Department, Global Institute of Software Technology (GIST) is a joint venture between Global EduTech Management Co. Ltd (GEM), Microsoft China and Suzhou Industrial Park Education Development and Investment Company (SIPEDI).

The partnership between GIST and Staffordshire University began in 2010 for undergraduate computing awards and has continued to develop since then with the introduction of undergraduate business awards in 2011. One of the unique qualities of this partnership is the good mixture of international and local Chinese students, creating a truly international environment.

GIST share Staffordshire University’s commitment to creating graduates with employability and industry focused skills and take a practical and international approach to preparing students for a career with multinational companies or to start their own business.

Validated awards:

- International Foundation Programme
- BA(Hons) Accounting and Finance
- BA(Hons) Business Management
- BA(Hons) Business Management and Entrepreneurship
- BA(Hons) International Business Management
- BA(Hons) Marketing Management
- BSc(Hons) Business IT
- BSc(Hons) / BEng (Hons) Computing Science
- BSc(Hons) / BEng (Hons) Portable Games Programming
- BSc(Hons) / BEng (Hons) Software Engineering
- BSc(Hons) Web Development

http://Intl.gist.edu.cn
Science and Technology Management College (STMC), Beijing and Shanghai, China

A private college with campuses in Beijing and Shanghai STMC recognise the fundamental importance of developing the necessary skills, knowledge and attitudes in students in order to maximise their capacity to play a productive role in the progressive development of China’s economy.

The partnership between Staffordshire University and STMC began in 2001 with the commencement of undergraduate business programmes. These awards are designed to offer students who do not wish to or are unable to study overseas but want to achieve UK qualifications in their home country.

Taught and assessed in English, the programmes aim to equip Chinese students with contemporary western business and management concepts and critical thinking skills. In September 2012, STMC opened a new campus in Beijing, which is located within the downtown campus of Capital University of Business & Economics (CUEB). Local students in Beijing can now study for their awards with access to the amenities and facilities of a full university.

Validated awards:

Higher Diploma in Business Management
Higher Diploma in Business Management and Entrepreneurship
BA(Hons) Business Management
BA(Hons) Business Management and Entrepreneurship
BA(Hons) Marketing Management
Established in 1998, the Brno International Business School (BIBS) is a modern and dynamic private university that provides high-quality British, Finnish and Czech economic, managerial and legal university studies. It is recognised as being one of the biggest private business schools in the Czech Republic and the largest MBA business school in the country.

In 2008 BIBS was the winner of prominent awards; they were selected by the company Eduniversal as the second best Business School in the Czech Republic in the ‘Excellent Business School, nationally strong and with continental links’ category. They were also classed into the ten best small and middle companies of the city of Brno by the Regional Chamber of Commerce.

BIBS and Staffordshire University’s Faculty of Business Education and Law have been working in partnership since October 2012 to offer postgraduate awards to further enhance their programme portfolio and have recently expanded their provision to include two undergraduate awards. All of these awards are delivered and assessed in the Czech language.

Validated awards:

- BA (Hons) Business Management (including intermediate Graduate Diploma in Business Management)
- BA (Hons) Law and Business Management
- MSc Business Management
- MSc Law and Business Management
- MBA Senior Executive
- LLM in Business Law for Managers and Business Executives
- LLM Czech/Slovak Business Law in the European Union

www.bibs.cz/en/home
Established in 1990 ESERP Business School focus on the needs of the business community and has developed a portfolio of awards in areas of Management, Business, Marketing and Public Relations, Tourism, Journalism, Communication, Advertising, New Media, Sports Business, Auditing and Design and Multimedia Systems and Computer Management.

The collaboration between ESERP and Staffordshire University began in 1993 and has developed over the last 20 years to now offer undergraduate students the opportunity to enhance their career prospects with a programme of Business degrees which are studied and assessed in English. Delivered in Barcelona and Madrid they have a wide appeal to European students wishing to gain a UK Degree whilst engaging in a European cultural experience and developing their skills and understanding of the Spanish language.

Validated awards:

BA (Hons) Business Management
BA (Hons) Marketing Management
BA (Hons) Tourism Management

www.eserp.com/en
Filmbase, Ireland

Founded in 1986, Filmbase is a unique, not-for-profit resource centre for filmmakers. Located in Curved Street, in the heart of Dublin’s Temple Bar, it offers a public space where filmmakers can network, hire filmmaking equipment, take training courses and receive support and information about working within the Irish film industry. Filmbase also publish Film Ireland magazine and administer a number of film and documentary funding award schemes.

As a partner of Staffordshire University since 2011, Filmbase successfully deliver a distinctive MSc Digital Feature Film Production on a one year, full time basis. This Masters level course is industry-facing, offering opportunities for students to learn directly from experienced film makers and equipping students for creative and technological careers in digital film production and other creative industries. Last year, only one year after its launch, the first feature to be produced under the collaboration was successfully premiered at the prestigious Galway Film Fleadh.

Validated award:

MSc Digital Feature Film Production

www.filmbase.ie
Established in 1979 and a partner of Staffordshire University since 2012, MBS College of Crete is proud to provide a portfolio of progressive programmes to students who wish to study towards a UK degree without relocating.

As the only private higher education provider in Southern Greece MBS College of Crete is continuously investing in new technology and employing innovative methods to support teaching and learning; with a vision to be a leading provider of higher education within the Mediterranean region.

The College has been accredited by the British Accreditation Council (BAC) for independent further and higher education and has received accreditation by EDU, the UN intergovernmental organisation for accreditation in higher education.

MBS College of Crete works in partnership with the Faculties of Business, Education and Law and Health Sciences to offer a range of bachelor and master degrees, some of which are assessed in English or Greek.

Validated awards:

BA (Hons) Accounting and Finance
BA (Hons) Business Management
BSc (Hons) Psychological Science
LLB (Hons) Law
MBA (General)
MBA (Finance)

www.mbs.edu.gr
Riinvest University was originally established in 2007 and has been collaborating with Staffordshire University since 2010. After various developments during the last few years the newly named Riinvest College was accredited as an independent academic institution in July 2012 and relocated to Pristina.

With its goal to offer high quality studies and research in order to provide experts for the benefit of both Kosovo development needs and to compete at a global level, Riinvest is in an enviable position being the only institution in Pristina to offer a UK MBA degree. This is further enhanced by an unprecedented era of growth being witnessed in the higher education sector in Kosovo.

**Validated awards:**

- BA (Hons) Business Economics
- BA (Hons) Business Management
- BA (Hons) Business Management and Entrepreneurship
- MBA (Finance)
- MBA (General)
A recent partner since 2012, Sales Manager Akademie (SMA) is a graduate business school and one of the biggest private education providers in Vienna. It is part of an international network of partner universities in Middle and Eastern Europe with over 30 years of experience in education and having the largest market share of MBA graduates in Austria.

Their mission is to offer top managers and future business leaders the knowledge of current theoretical management and the skills to use sound management methods in practice, to become known for their teaching, and to bring extended research, whilst combining management and ethics, into the classroom.

The MBA, delivered in partnership with the Faculty of Business, Education and Law is delivered and assessed in German with students having the opportunity to submit their dissertation in English as well as in German.

**Validated award:**

MBA

www.smaaustria.com/aboutus.html
Werbe Akademie is part of WIFI, The Institute for Economic Promotion of the Federal Economic Chamber Vienna. One of the core activities of the Federal Economic Chamber Vienna is to offer education and advanced training courses for its members. Each year more than 65,000 participants study with WIFI Vienna making it one of the biggest, most advanced training institutions in Austria. Offering specialist courses in design, marketing and brand management, Werbe Akademie draws upon the skills of professional practitioners to ensure students develop skills for a constantly evolving commercial environment.

The partnership between Werbe Akademie and the Faculty of Arts and Creative Technologies at Staffordshire University began in 2012 and is growing. Now students can progress from Werbe Akademie Diploma courses to Staffordshire University L6 BA (Hons) awards in Graphic Design and Advertising and Brand Management. Students may study in the UK or in Vienna, and further exchanges and interaction between Staffordshire University and Werbe Akademie are planned. Staffordshire University and Werbe Akademie have very similar philosophies, and students from both clearly identify with the industry focused, globally aware attributes of the Staffordshire Graduate.

Validated awards:

BA (Hons) Advertising and Brand Management
BA (Hons) Graphic Design

www.werbeakademie.at
Ghana Technology University College (GTUC) has a long history with roots in Ghana Telecom’s flagship training centre, which was used as a Royal Air Force training school during the Second World War. In 2005 there followed an upgrade of infrastructure and equipment and the training centre was converted to a university for telecommunications and multimedia engineering and information technology.

After further expansion over the last five years they now have five campuses in southern Ghana, delivering a wide range of academic qualifications from Diploma level to PhD. This first major partnership in Africa between Staffordshire University and GTUC will include Honours and Master degrees from two Faculties with delivery commencing in January 2014.

GTUC’s vision is to be a centre of academic excellence providing training in technology oriented education to meet the needs of Ghana and the sub-region, and in early 2013 was awarded the ‘Best Emerging University College in West Africa’ at the European Business Assembly Awards.

Validated awards:
- BA (Hons) Business and Human Resource Management
- BA (Hons) Business Management and Enterprise
- BA (Hons) Events Management
- BA (Hons) Marketing Management
- BA (Hons) Tourism Management
- BSc (Hons) Applied Computing
- BSc (Hons) Business Information Technology
- BSc (Hons) Computer Networks and Security
- BSc (Hons) Computing Science
- BSc (Hons) Cyber Security
- BSc (Hons) Forensic Computing
- BSc (Hons) Network Computing
- BSc (Hons) Software Engineering
- BSc (Hons) Web Design
- BSc (Hons) Web Development
- BSc (Hons) Web Programming
- LLM International Sports Law
- LLM International Trade and Commerce
- MA Education (Negotiated)
- MBA (International)

www.gtuc.edu.gh
Originally established in 1991, Gulf College, based in Muscat, is one of Oman’s leading private colleges. The College being the first Omani private sector institution to offer a Master’s degree programme in the Arabian Gulf region.

The College is currently based in Al Khuwair and is due to relocate to a new purpose built state-of-the-art campus in Mabela, which is due for completion in 2014.

Gulf College has a mission to offer internationally recognised and innovative academic qualifications which are relevant to the needs of students and the ever changing job market and which adhere to the standards of excellence.

The Gulf College partnership has developed since 2004 to offer a vast array of Staffordshire University validated undergraduate degree programmes in the subject areas of business and computing.

Validated awards:
- International Foundation Programme
- BA (Hons) Accounting and Business
- BA (Hons) Accounting and Economics
- BA (Hons) Accounting and Finance
- BA (Hons) Business Economics
- BA (Hons) Business Management
- BA (Hons) Business Management and Entrepreneurship
- BA (Hons) Business Studies
- BA (Hons) Finance
- BA (Hons) Forensic Accounting
- BA (Hons) Human Resource Management
- BA (Hons) International Business Management
- BA (Hons) Marketing Management
- BSc (Hons) Accounting Information Systems
- BSc (Hons) Computer Networks Security
- BSc (Hons) Computer Science
- BSc (Hons) Forensic Computing
- BSc (Hons) Information Systems
- BSc (Hons) Internet Business Development
- BSc (Hons) Mobile Computing
- BSc (Hons) Multimedia Marketing
- BSc (Hons) Web Multimedia
- MBA (Finance)
- MBA (General)
- MBA (Human Resource Management)
- MBA (International)
- MSc Computer Science
- MSc E-Business
- MSc Forensic Computing
- MSc International Marketing
- MSc Mobile Computer Systems
- Doctor of Business Administration

www.gulfcollege.edu.om
In response to increasing demand for Business courses, and supported by the commitment of the government of Mauritius to liberalise tertiary education, Rushmore Business School (RBS) was set up in 2002. RBS is an international private institution seeking to enable school leavers, professionals and managers from both the public and the private sector to develop higher level qualifications in areas of Business, Hospitality and Tourism, Architecture, Engineering and the Built Environment, Health and Social Sciences.

Rushmore Business School aim to be one of the leading business schools dedicated to the generation, dissemination, and application of knowledge in management and Graduates from the Business School progress to secure middle to top management positions in various sectors of the economy.

The Mauritius government encourages the private sector to invest in infrastructure and facilities for students and in 2012 RBS moved into its state-of-the-art brand new complex. The collaboration between Rushmore Business School and Staffordshire University began later in the same year.

Validated awards:

- BA (Hons) Accounting and Finance
- BA (Hons) Business Management
- BA (Hons) Events Management
- BA (Hons) Human Resource Management
- BA (Hons) Marketing Management
- BA (Hons) Tourism Management
- MA Strategic Human Resource Management
- MBA
- MBA (Finance)
- MBA (International)

www.rbs.ac.mu
Progression from Staffordshire University Franchise partners

At Staffordshire University we strongly encourage development of a straightforward and accessible process for students who want to progress to study part of their course with us in the UK. This is something we are looking to develop further and are keen to discuss how this can work in collaborative practice.

Stand-alone Progression partners

We also have a number of progression partners where we have provided advanced standing arrangements for students to come and study part of their course here in the UK. Here we provide credit transfer for the course content already studied and again we help to promote this opportunity within the partner organisation.

We currently have 30+ progression partners across the world such as in Europe, India and China. Stand-alone progression partnerships are a useful way of advancing partnerships into franchise arrangements where both partners support this development.