



OPETUSHALLITUS
UTBILDNINGSTYRELSEN

WHAT DO WE ALREADY KNOW ABOUT OUR INTERNATIONAL STUDENTS?

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EDUFI - Study in Finland
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THIS PRESENTATION CONTAINS THE FOLLOWING INFORMATION



How many international degree students are there in Finnish HEIs currently?



What are the top countries



Which fields are they studying in?



What level are they studying in?



INSIGHTS ABOUT STUDY FIELDS



INSIGHTS ABOUT NATIONALITIES



CONVERSIONS

WHAT IS INCLUDED IN THE SAMPLE?

The sample consists of international degree students that are reported in the Vipunen analysis reports. The reports were extracted during March/April 2024.

The datasets include:

International activity report - Admitted students (current and new)

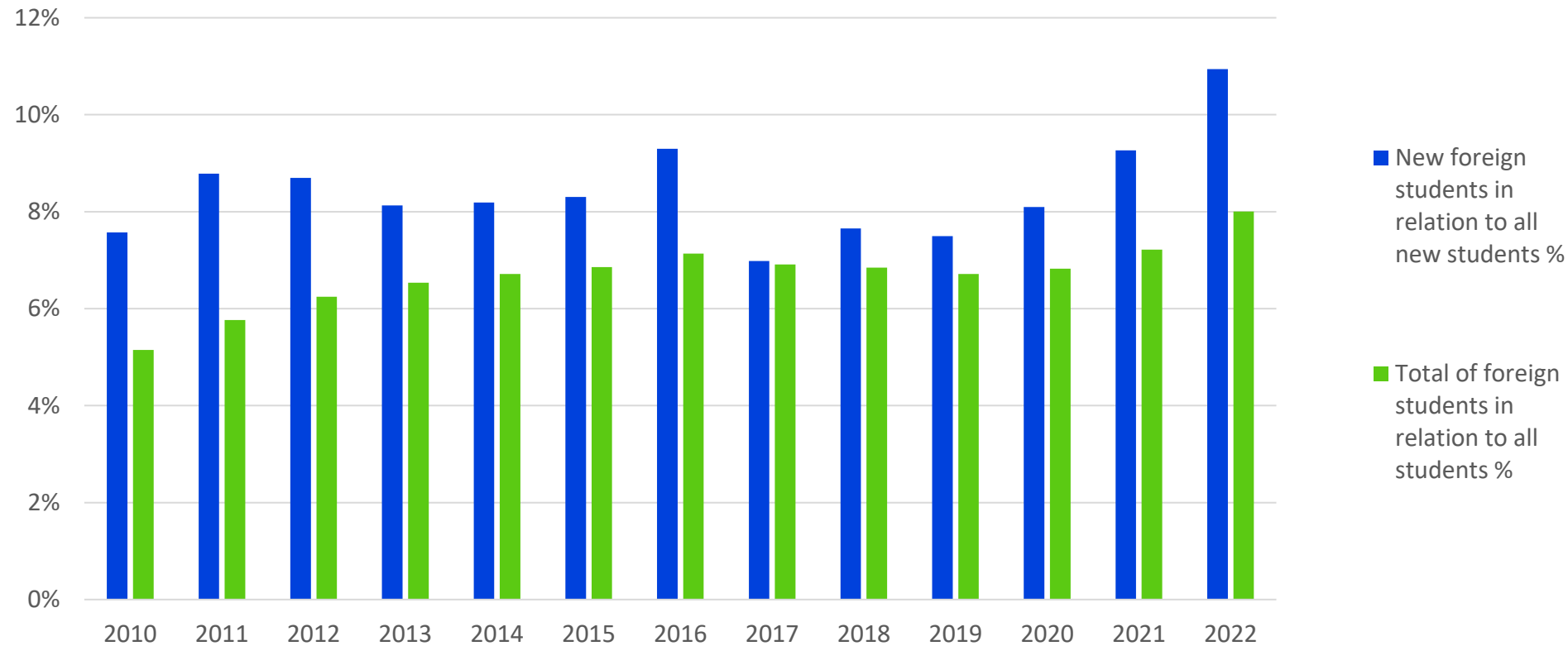
- Students from years 2010-2022, approximately 20 000 students yearly
- The dataset consists of Bachelor, Master and PhD level students with "koulutusaste 1" as "Alempi korkeakoulutusaste, Ylempi korkeakoulutusaste, Tutkijakoulutusaste"

Applicants and those who accepted a study place in higher education

- Including years 2019-2023, N = 279 201 persons as applicants
- The dataset consists of Bachelor and Master students. Language of tuition is always set as follows:
 - [English]; [English, Finnish]; [English, Swedish]; [English, Swedish, Finnish]

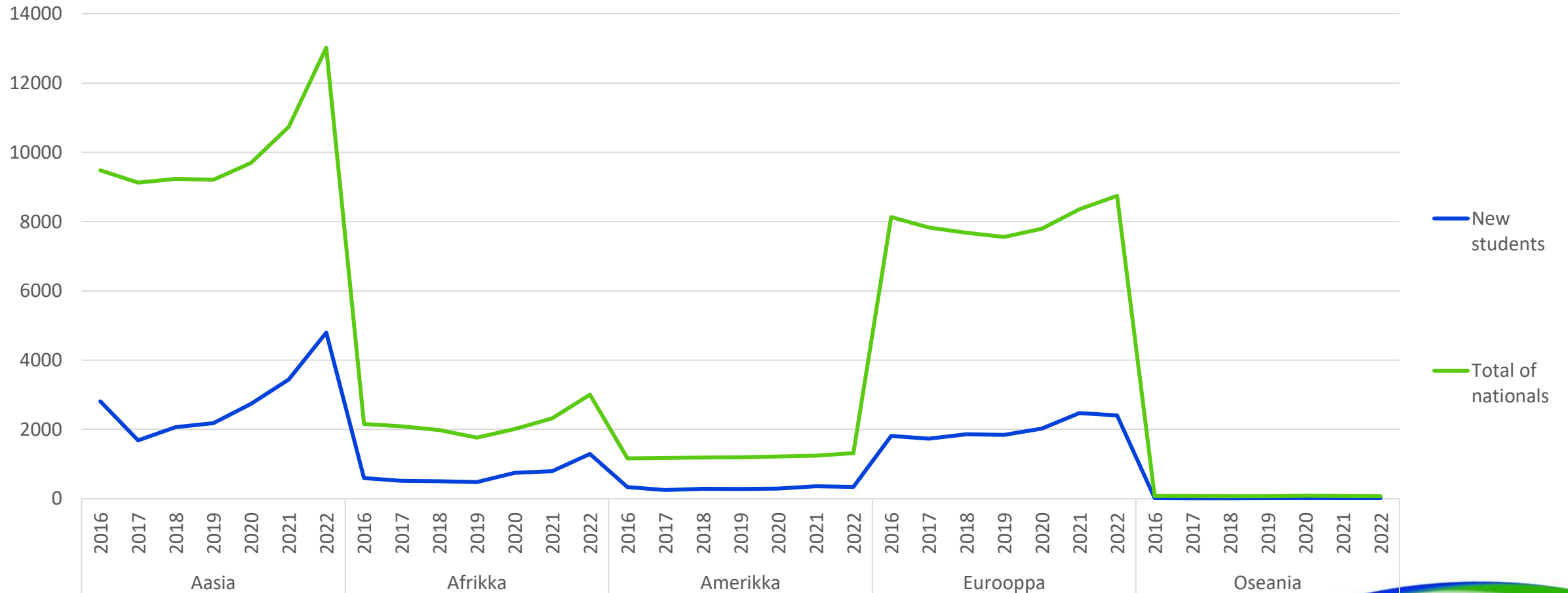
OVERALL LOOK OF CURRENT AND NEW INTERNATIONAL STUDENTS

AMOUNT OF INTERNATIONAL STUDENTS IN RELATION TO THE AMOUNT OF ALL STUDENTS

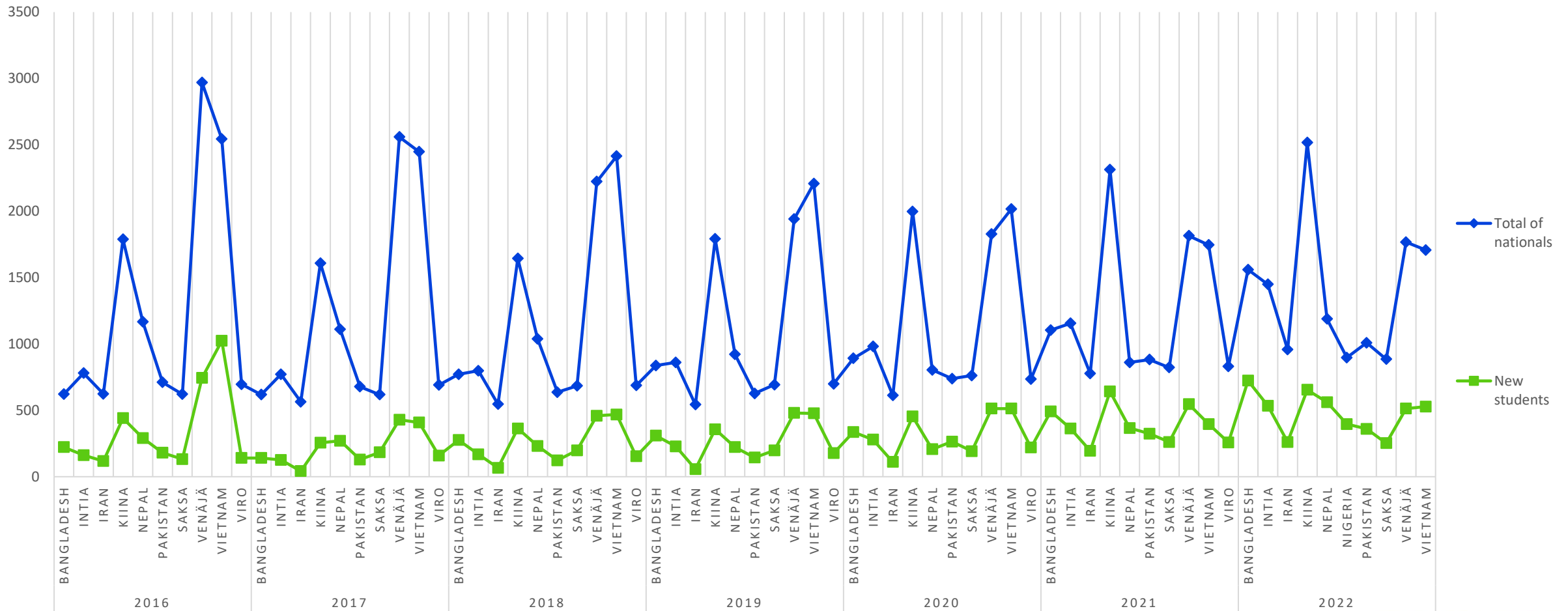


NATIONALITIES IN FINNISH HE 2016-2022

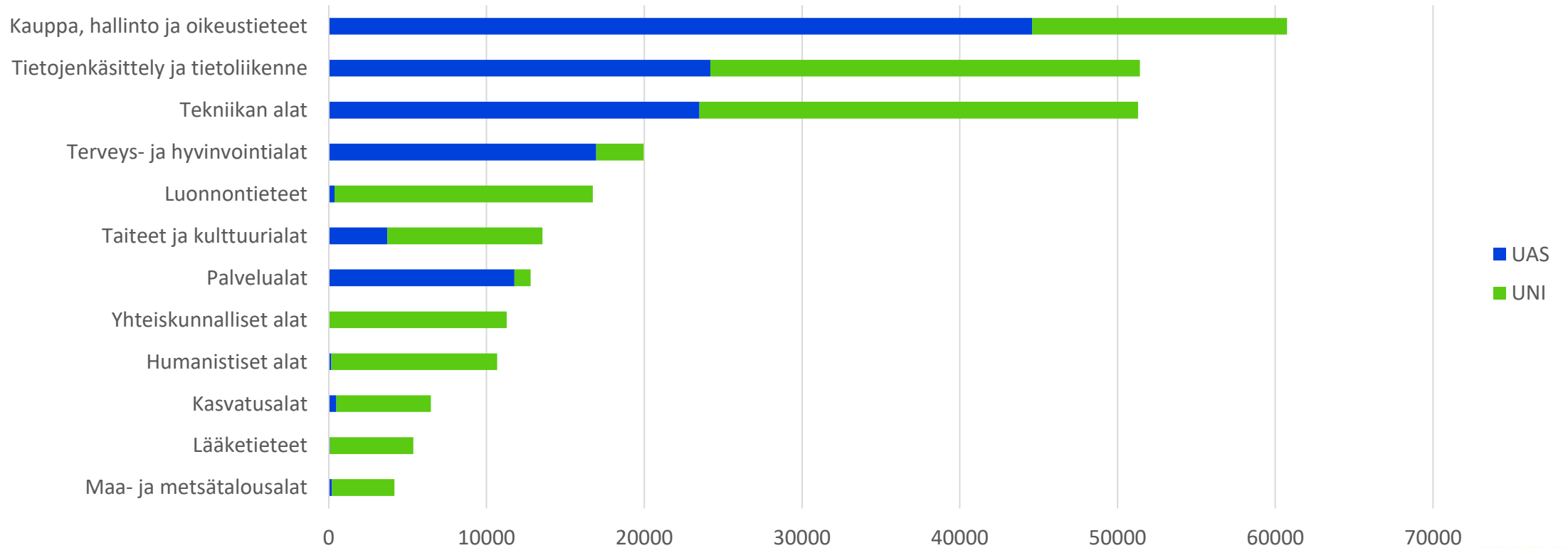
ACCORDING TO REGIONS (Bachelor, Master and Doctorate levels)



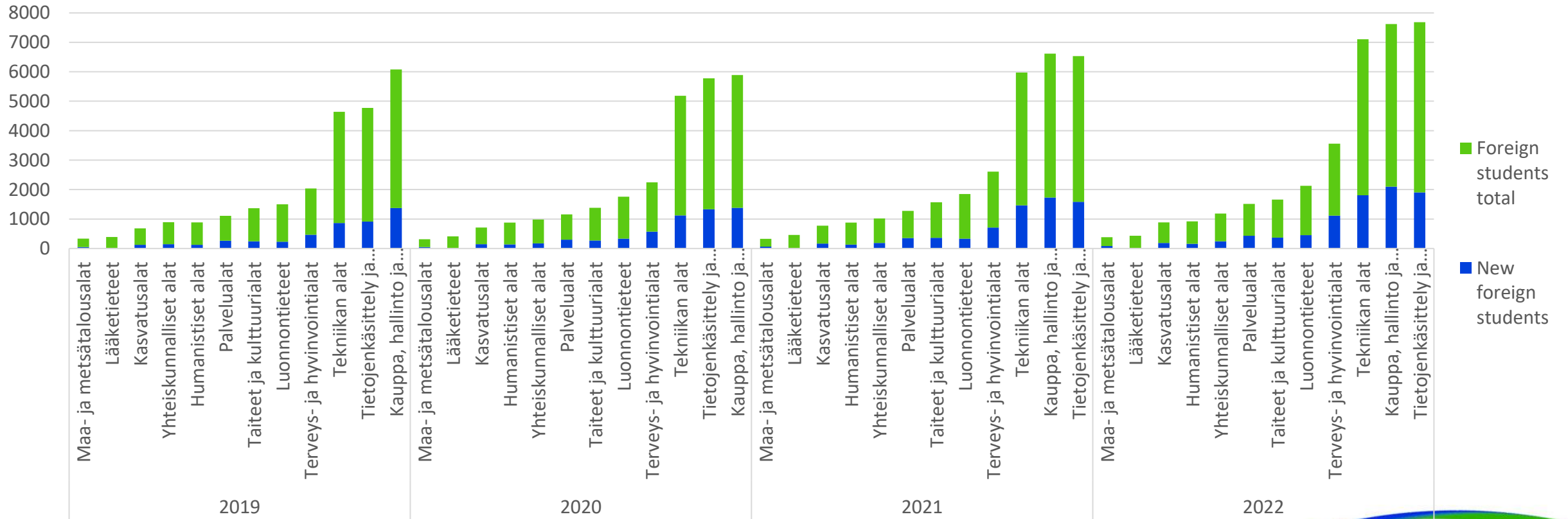
TOP 10 FOREIGN NATIONALITIES IN FINNISH HE 2016-2022 (Bachelor, Master and Doctorate levels)



FOREIGN STUDENT PLACEMENT ACCORDING TO STUDY FIELDS BETWEEN HE SECTORS IN 2010-2022

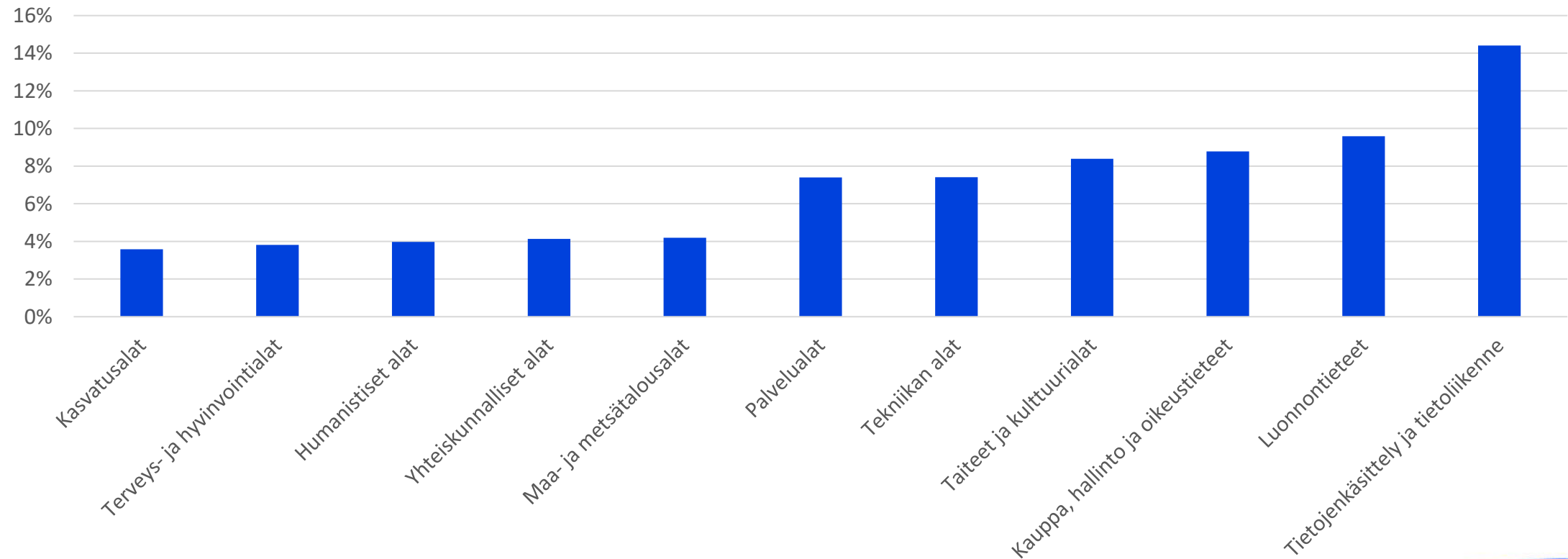


FOREIGN STUDENT PLACEMENT ACCORDING TO STUDY FIELDS

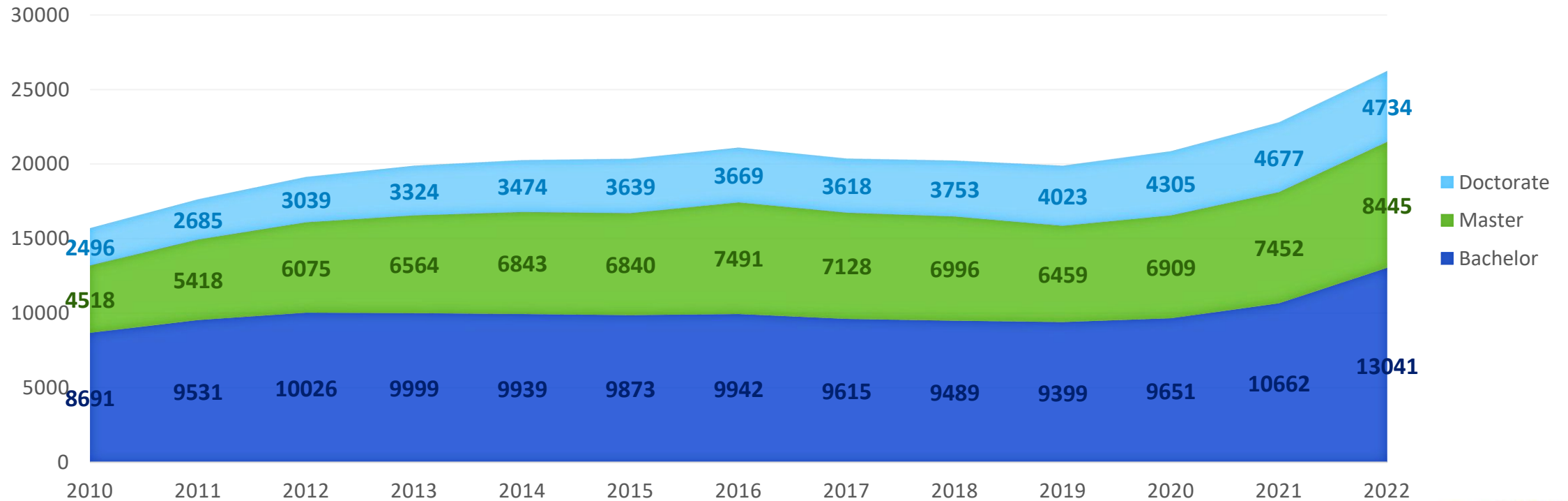


FOREIGN STUDENT PLACEMENT PER STUDY FIELD IN 2019-2022

- Percentual average share of foreign students in comparison to all students (*excl. Medicine)



INTERNATIONAL STUDENTS ACCORDING TO STUDY LEVEL: 2010-2022



IN BRIEF

- Amount of international students has been steadily increasing in the recent years.
- Most common foreign nationalities in 2010-2022 include examples such as Vietnam, Russia, Estonia, Germany, Pakistan and China
- We can see increases in the African and Asian regions whereas the Americas and Oceania has stayed somewhat stagnant
- Most of the foreign students study in the fields of IT, Commerce, Natural Sciences, Technical fields, Art as well as Service sector

INSIGHTS ABOUT STUDY FIELDS

Applicants, offer holders and enrollments



LOOKING AT STUDY FIELDS AND NATIONALITIES

In the following section we will look at Vipunen statistics based on two principal variables:

- Study Field (OKM Ohjausala)
- Nationality

In addition to absolute figures also conversions are calculated as described in the figure

Amount of applicants /
Amount of offers sent



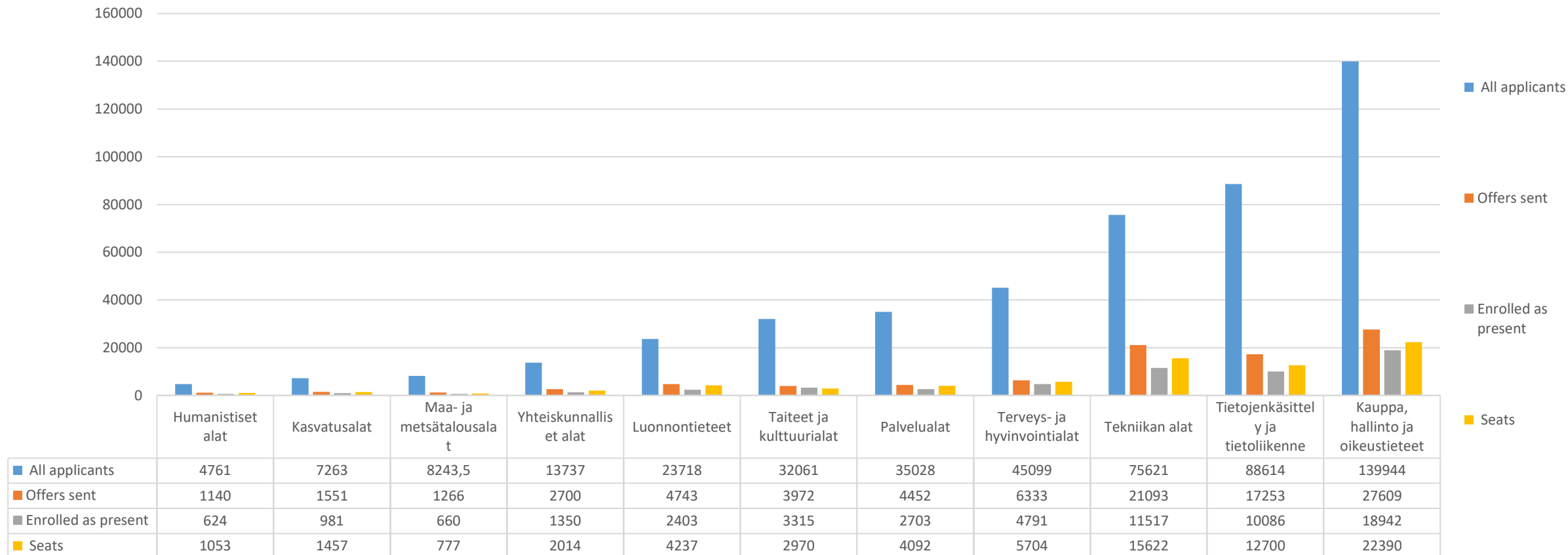
Amount of offers sent /
Amount of Enrolled as present



Amount of Enrolled as present / Amount of applicants



INTERNATIONAL DEGREE STUDENTS – applicant funnel 2019-2023 *excl. medicine

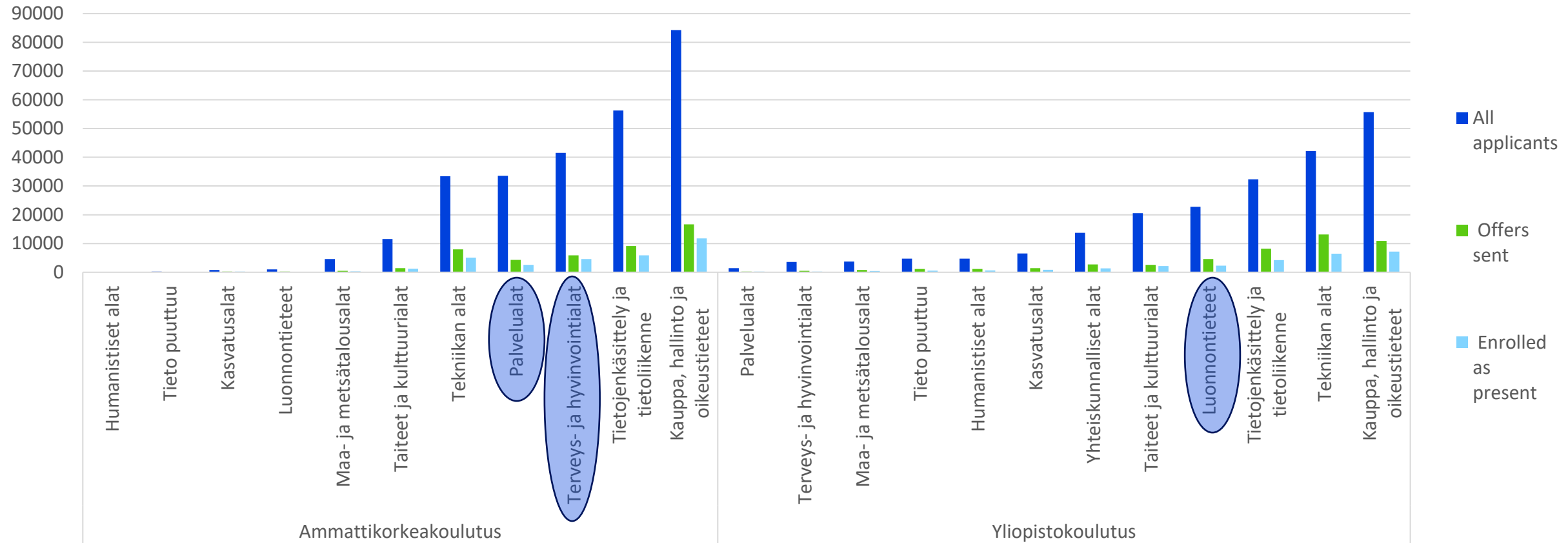


Sektorit: ammattikorkeakoulukoulutus, yliopistokoulutus - **Koulutuksen kieli:** englanti, ruotsi; englanti, suomi; ruotsi, englanti, suomi; englanti

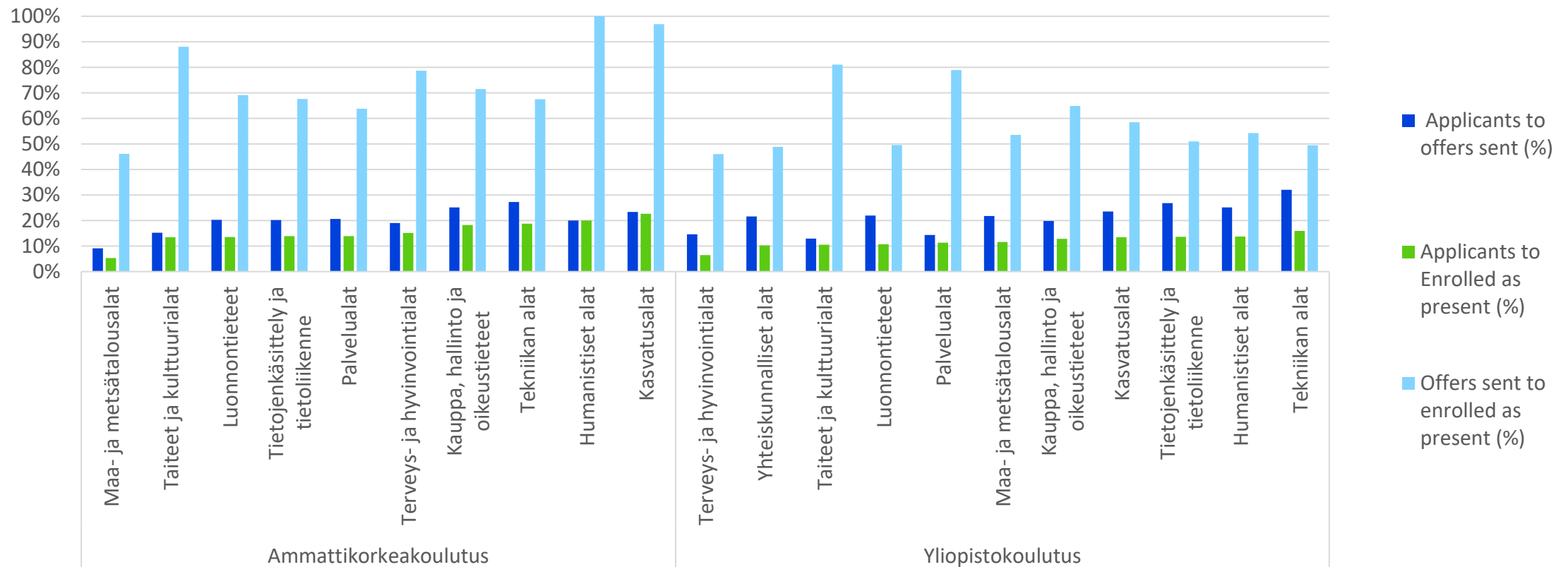
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INTERNATIONAL DEGREE STUDENTS – Top study fields according to amount of applications 2019-2023

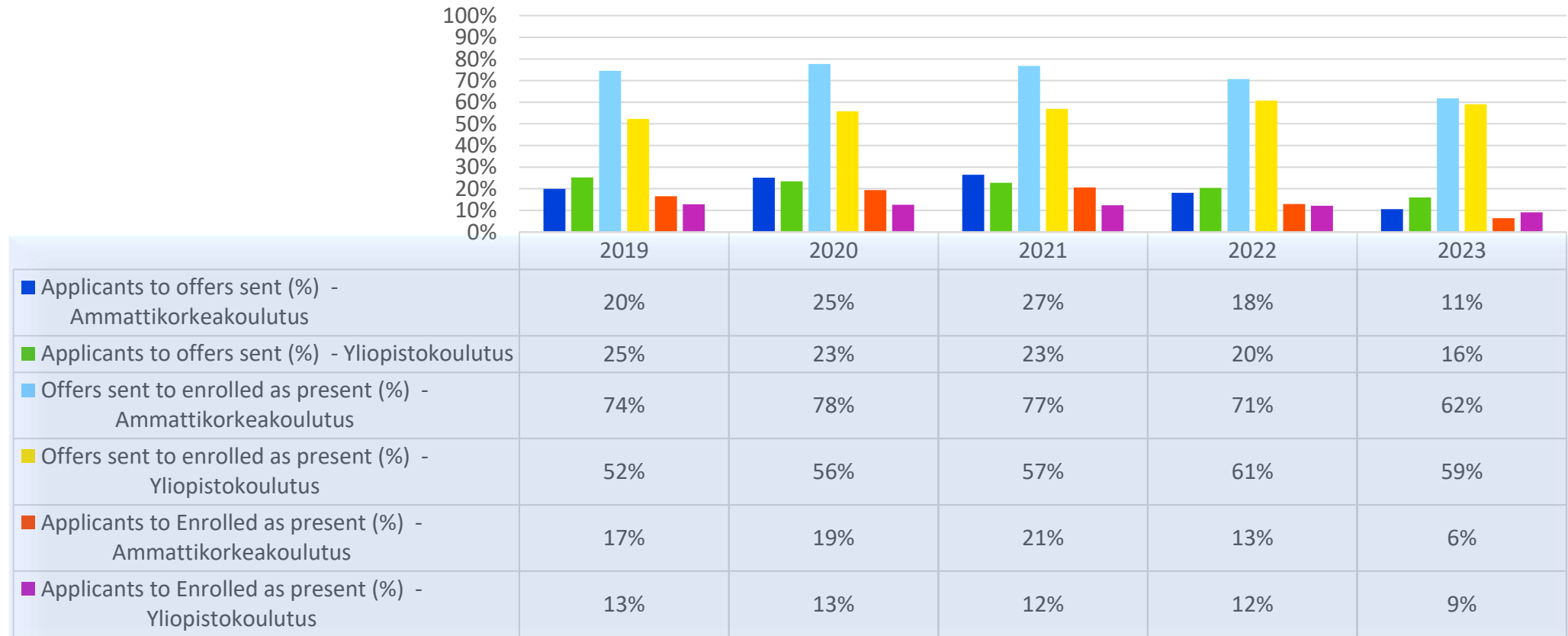
*excl medicine



INTERNATIONAL DEGREE STUDENTS – applicant conversion 2019-2023 as per OKM ohjausala *excl medicine



INTERNATIONAL DEGREE STUDENTS – applicant conversion 2019-2023 by HE sector



Sektori: ammattikorkeakoulukoulutus, yliopistokoulutus - **Koulutuksen kieli:** englanti, ruotsi; englanti, suomi; ruotsi, englanti, suomi; englanti

IN BRIEF

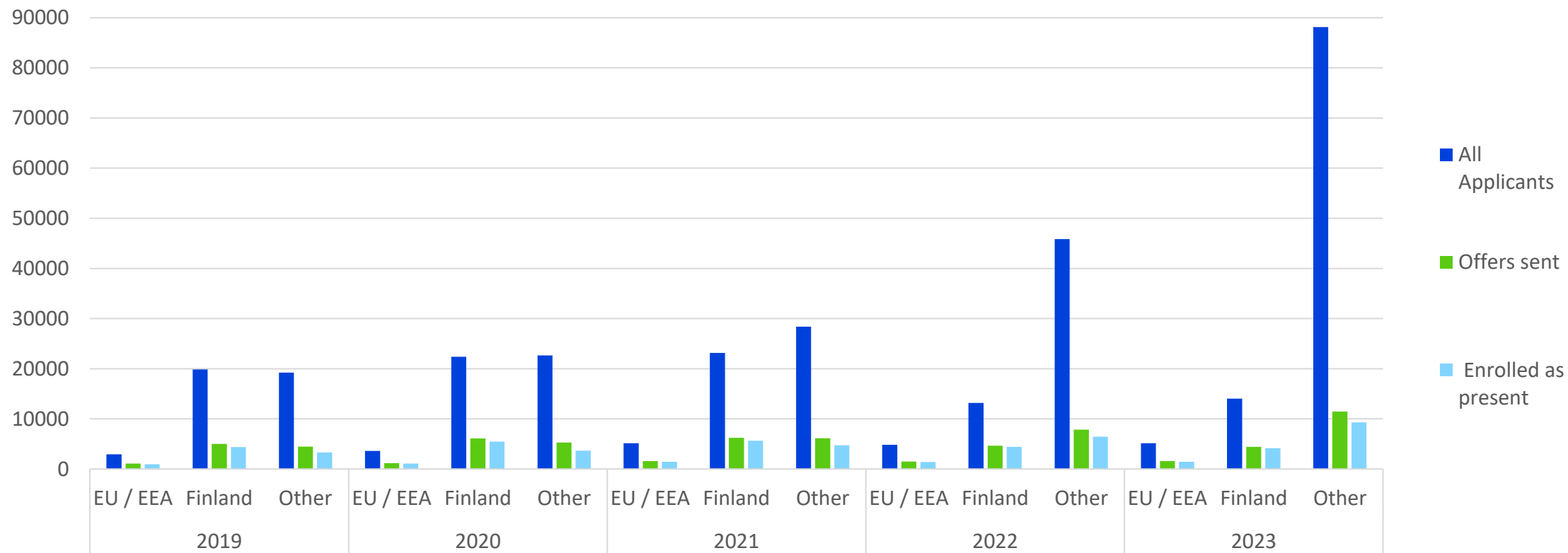
- The volume growth in applicant numbers has significantly weakened the conversion from applicant to enrolled as present
- Conversion from a sent offer (accepted) to enrolled as present is approximately 60%
 - Please note that the conversion is calculated from a pool of applicants per study field
- The most desired study fields are somewhat the same between UAS and UNI institutions. However **service** and **health** sectors have more attraction on in the UAS sector and **natural sciences** stand out in the UNI sector.

INSIGHTS ABOUT NATIONALITIES

Applicants, offer holders and enrollments

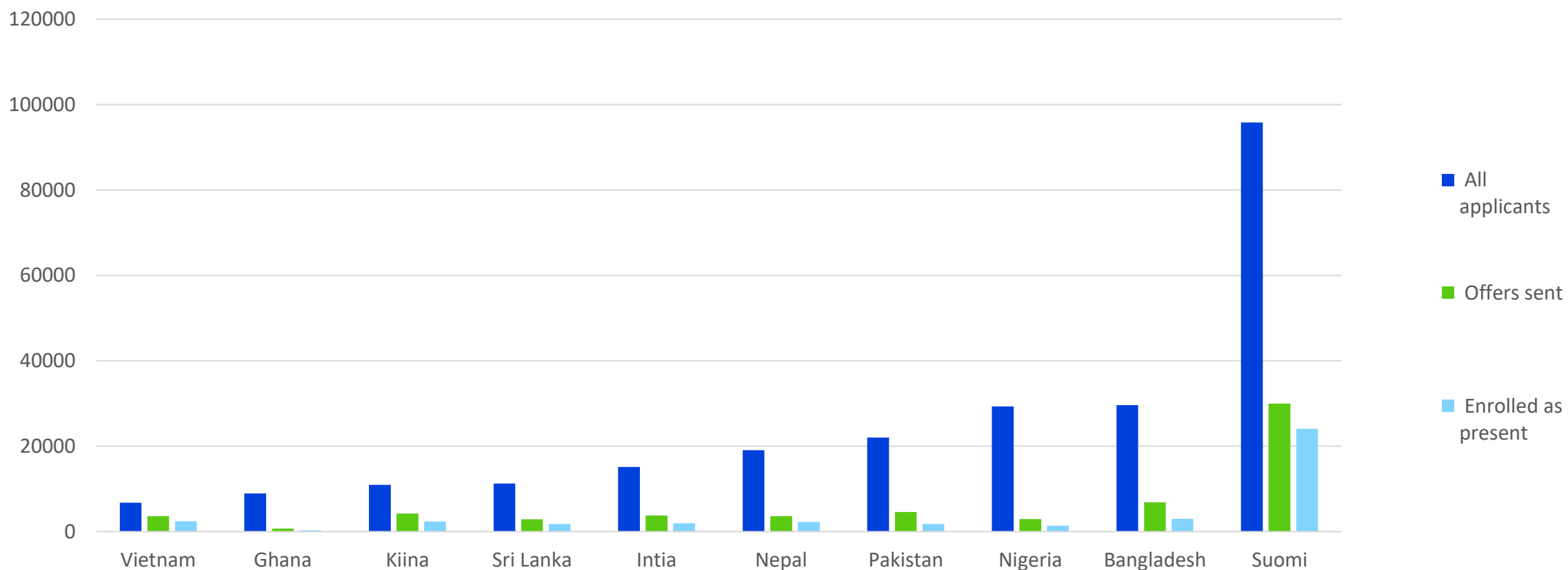


NATIONALITIES AND CONVERSION – EU/EAA vs. Non-European students 2019-2023



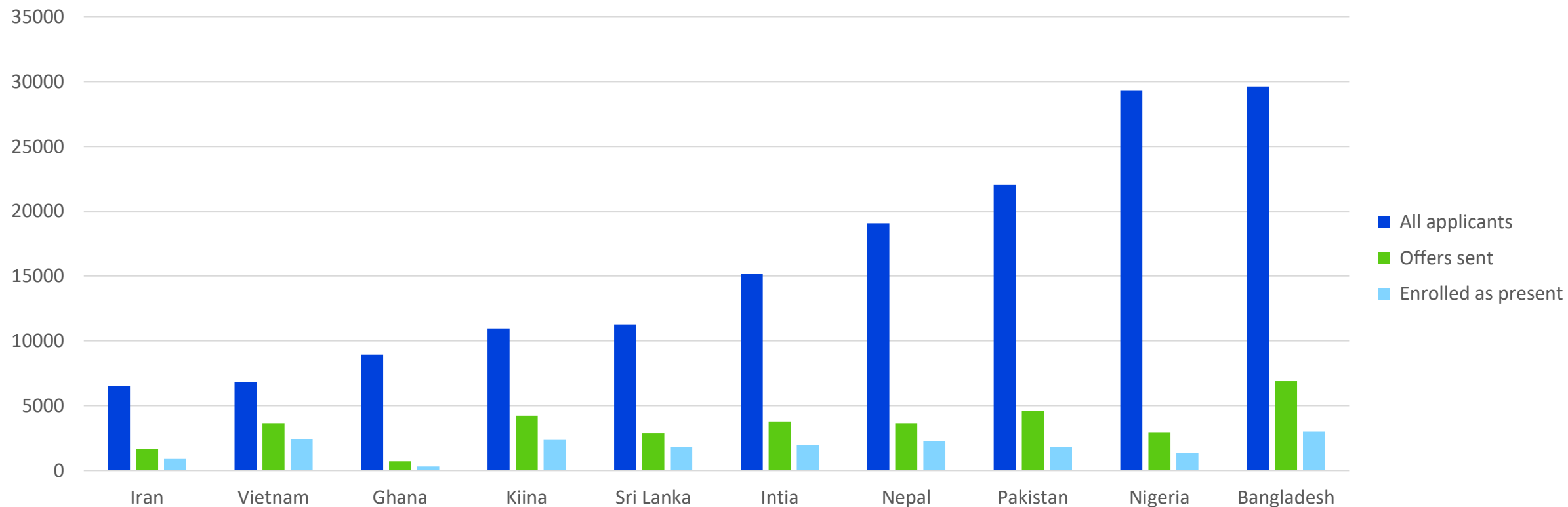
Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION – Top nationalities among applicants in 2019-2023



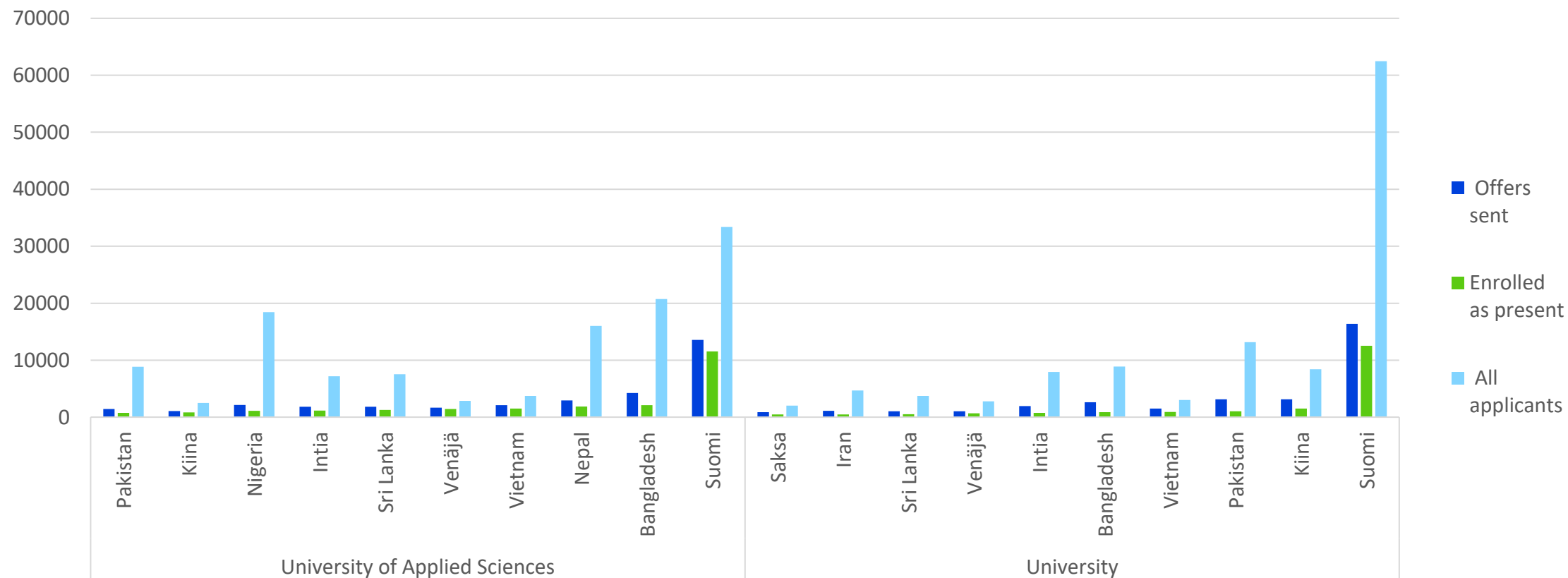
Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION – Top nationalities among applicants in 2019-2023 (excl. Finland)



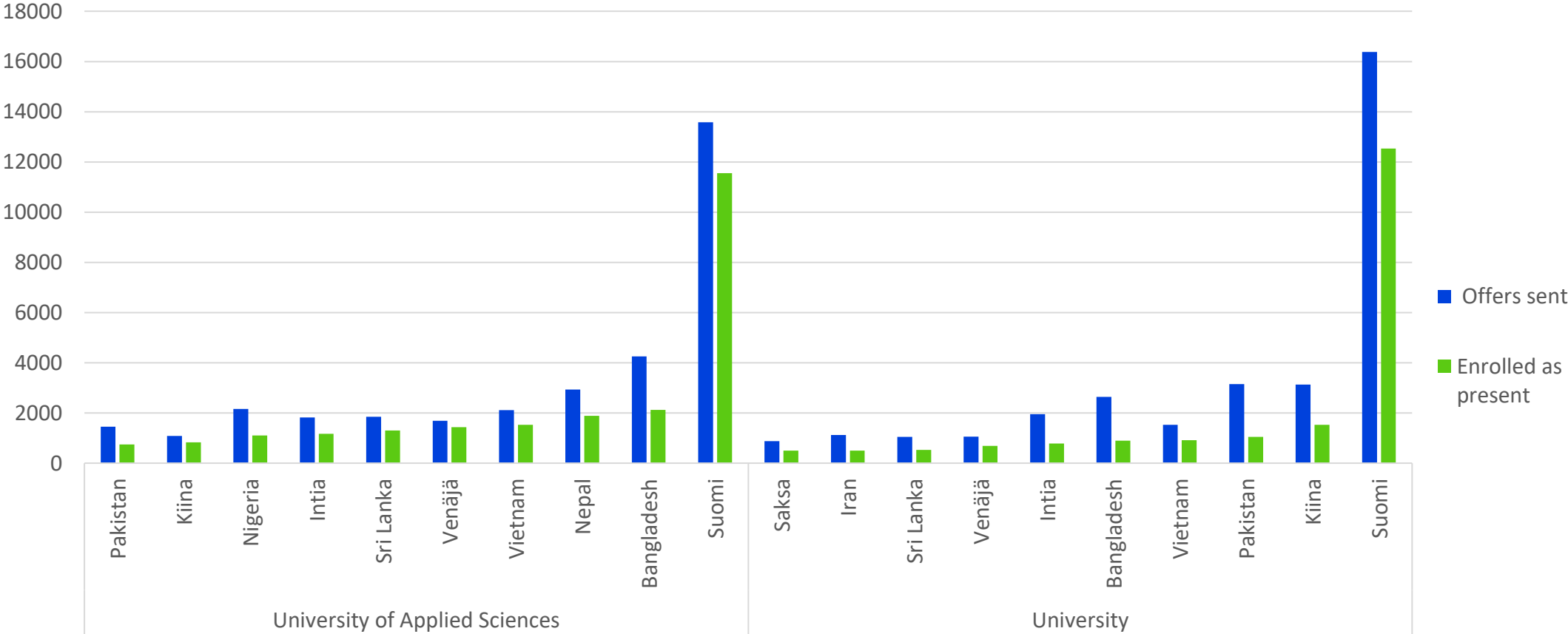
Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION – Top nationalities sorted by enrollments in 2019-2023



Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

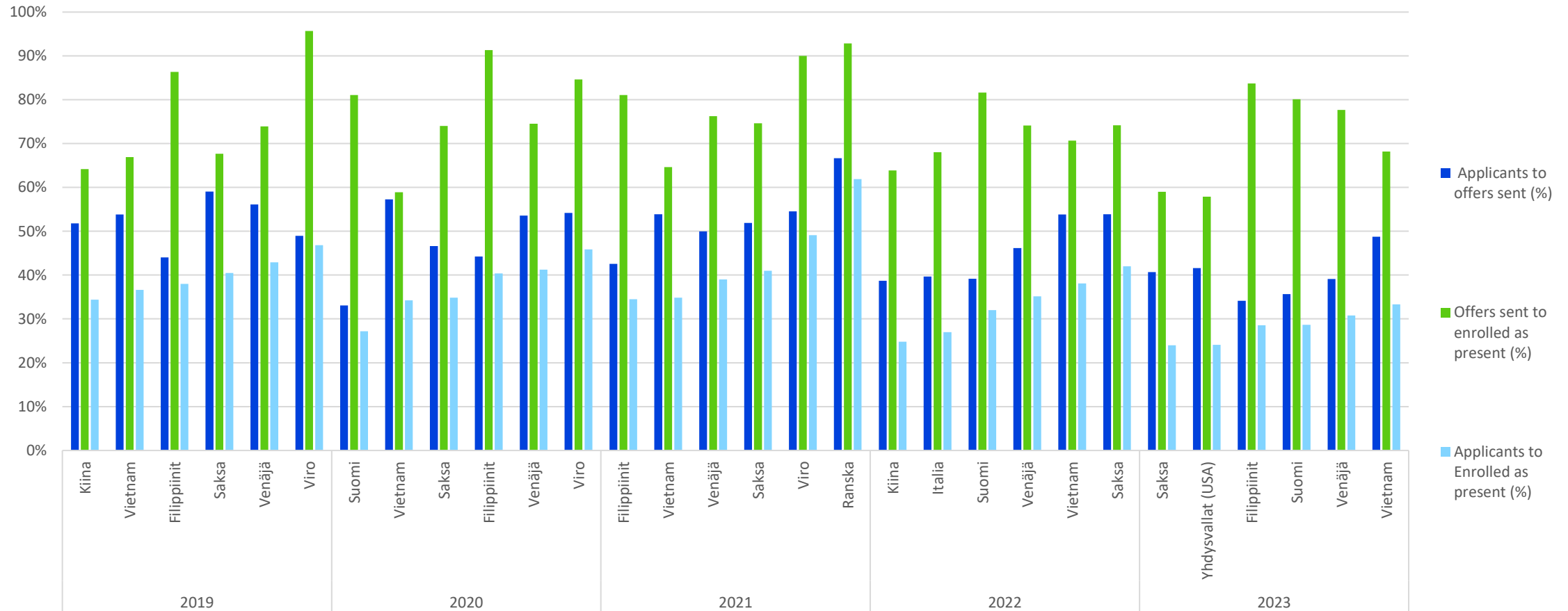
NATIONALITIES AND CONVERSION – Top nationalities sorted by enrollments in 2019-2023 - Only offers and enrollments -



Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION –

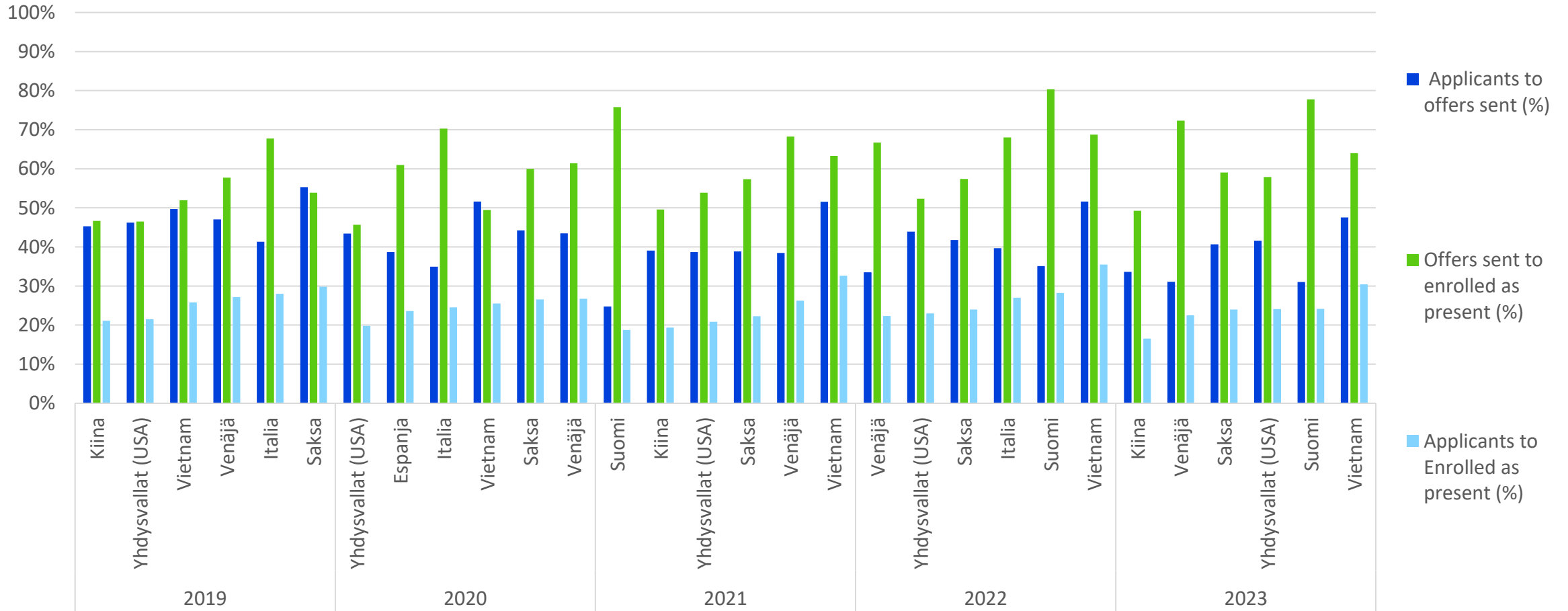
Top 6 converting nationalities in 2019-2023 (<0,5% of yearly enrollments)



Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION –

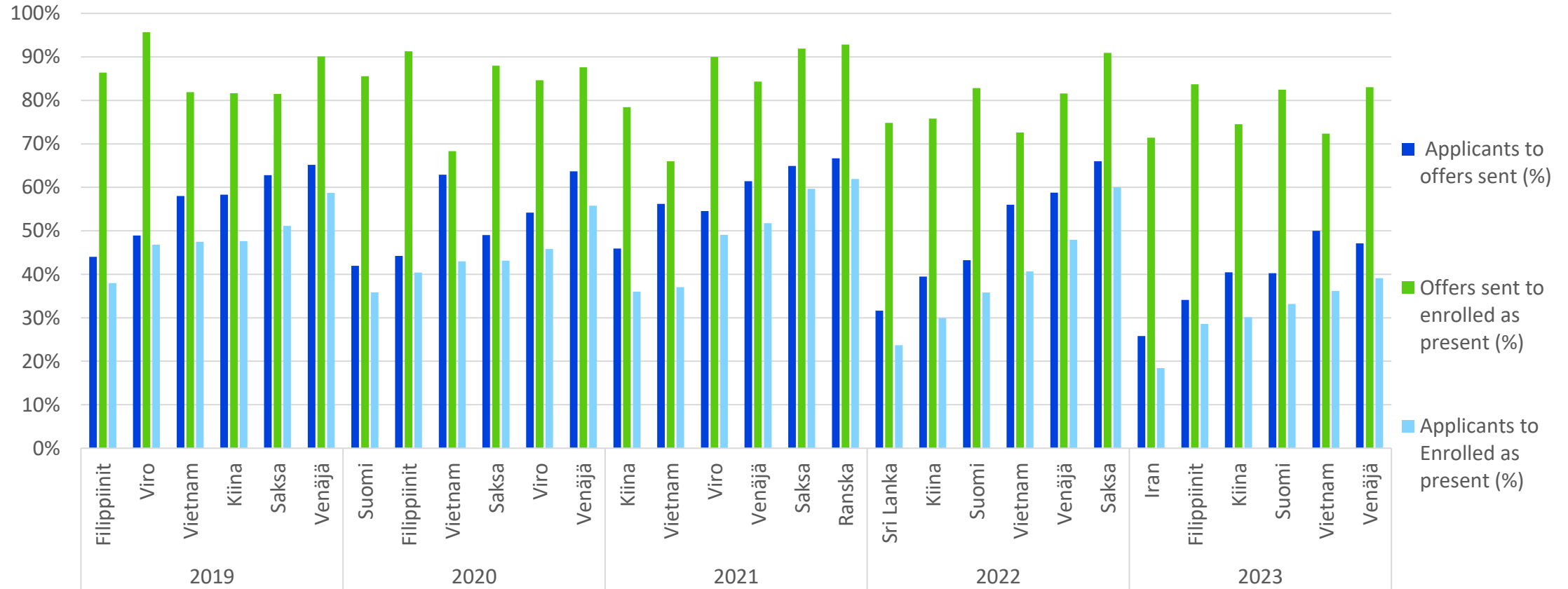
Top 6 converting nationalities for universities in 2019-2023 (<0,5% of yearly enrollments)



Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - Koulutuksen kieli: englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

NATIONALITIES AND CONVERSION –

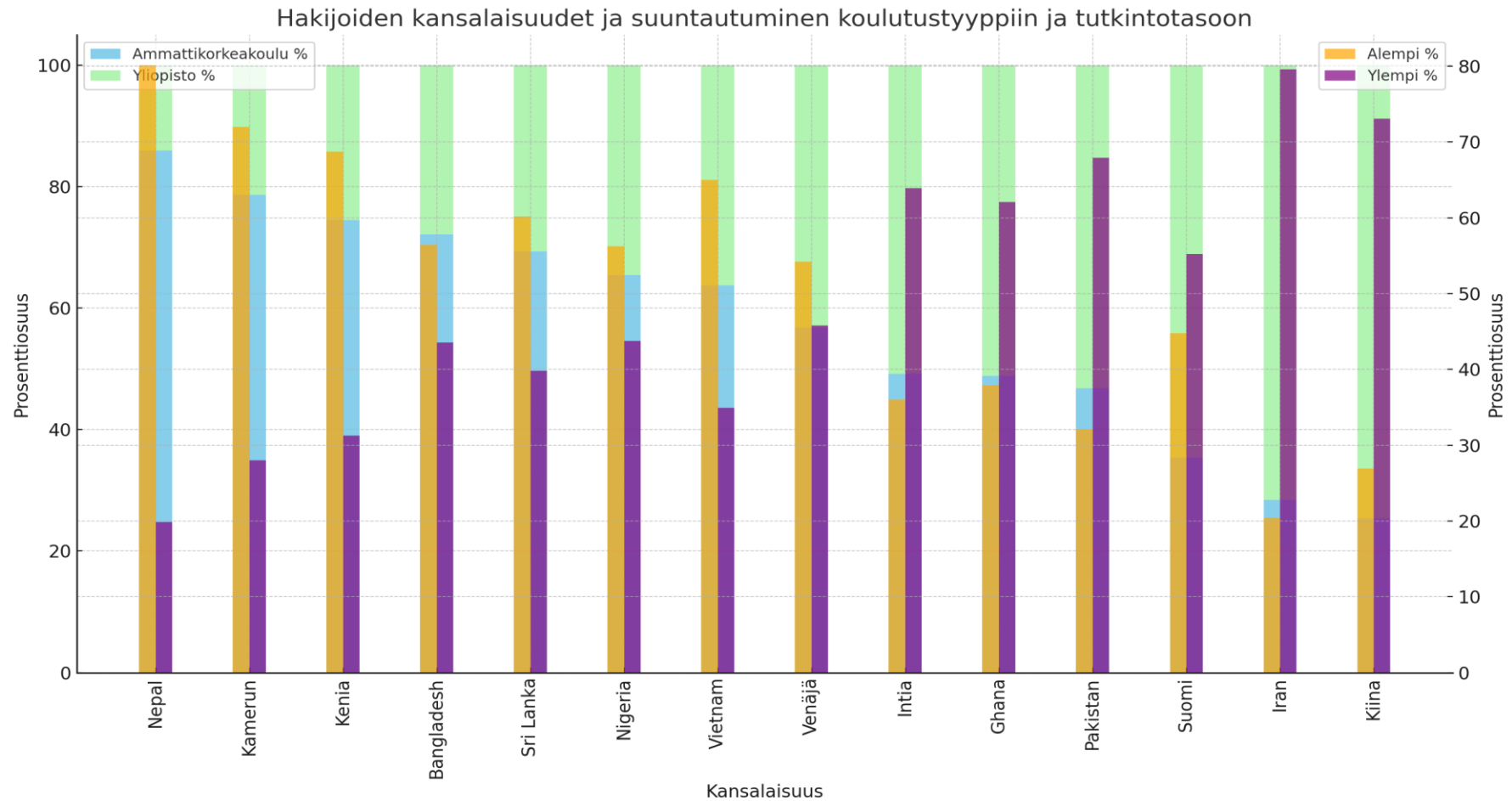
Top converting nationalities for UAS in 2019-2023 (<0,5% of yearly enrollments)



Koulutusaste, taso 1: Alempi korkeakouluaste, Ylempi korkeakouluaste - **Koulutuksen kieli:** englanti, ruotsi; englanti; suomi, ruotsi, englanti; suomi, englanti;

DIVING DEEPER INTO PROFILES – 2015-2024

applicant data



SUMMARY OF FINDINGS

- The conversion of Finnish nationals and EU/EEA nationals is higher than of those outside EU/EEA in all three conversion categories
- There are certain nationalities that are more prone to apply to either UAS or University sectors.
 - U.S. is seems to convert well for universities. Vietnam seems to convert well for both UAS and UNI sectors.
- We are also able to see how certain nationalities are more prone to apply to either UNI or UAS institutions as well as Bachelor and Master levels.
 - We are also able to identify markets that seem to work for both UNI and UAS institutions.

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