

<<中外合作办学研究与实务>>

图书基本信息

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内容概要

本书从中外合作办学的角度分析“期望-现实匹配度”，亦即分析决定中国学生在母国院校和国外大学的不同体系和环境下的期望与现实体验的差距分析，力求从跨文化的视角对中外合作办学进行较为系统的研究。

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书籍目录

Chapter 1: Introduction, Research Problem & Objective
Chapter 2: Literature Review
Chapter 3: Research Method
Chapter 4: Data Analysis
Chapter 5: Discussion and Conclusions
References
Appendix 1 Survey Questionnaire
Appendix 2 Interview Questions for International Students
Appendix 3 SPSS Data Analysis Result

章节摘录

Chapter 1: Introduction, Research Problem & Objective 1.1 Background

'Globalization' or 'Internationalization' has been the buzzwords for several decades. In fact, international education sector is undergoing dramatic changes with the alternation of international situation-the coming era of knowledge-based economy, and is therefore exerting an increasing influence on social development which in turn relies more and more on higher education. Exporting Education In Australia, the 1998 West Review, a market-based model of funding into higher education, was proposed to follow the student demand (Joseph and Joseph, 2000). Such kinds of proposals were not present in this sector before. In the UK, higher education students were regarded as 'primary customers' as early as in 1990s (Hill, 1995). National Student Survey in England was introduced to specialize in seeking the students' views from final year students on a number of aspects of education services such as teaching, assessment and support. Financial pursuit is also a severe competitiveness in the international market. It has become progressively important for students to select which university they will attend (Asthana and Biggs, 2007). In 2005, export revenue in Australia was valued at \$9 billion raised through the provision to international students studying.....

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