



STUDENT ENROLMENTS IN BUSINESS & MANAGEMENT STUDIES 2020/21

Analysis of data from the Higher Education Statistics Agency

Chartered Association of Business Schools, March 2022

Source of data:

HESA Student Record, 2019/20 to 2020/21. © Higher Education Statistics Agency Limited. The data was extracted from the Heidi Plus Online Analytics Service and the analysis undertaken by the Chartered Association of Business Schools in February 2022.

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INTRODUCTION

This report provides detailed analysis of enrolments within the subject area of 'Business & Management Studies' for 2019/20 and 2020/21. It looks at enrolment data by basic student domicile, and country and region of origin. A breakdown of the 'Business & Management Studies' population by level of study and basic domicile is also given¹. All data within this report is the Intellectual Property of HESA (please see the citation on page 2).

It should be noted that the COVID-19 pandemic has had a significant influence on the enrolments for 2020/21 and this is important to bear in mind when interpreting the data and noting the significant changes between 2019/20 and 2020/21.

STUDENT ENROLMENT TABLES

Table 1. 'Business & Management Studies' enrolments – all levels and modes of study

Domicile	Enrolments		% change year-on- year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	122,800	136,655	11%	32%	31%
EU	28,365	30,395	7%	7%	7%
UK	237,775	274,640	16%	61%	62%
Total	388,940	441,690	14%	100%	100%

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- Across all domiciles total enrolments in 'Business & Management Studies' increased by 14% between 2019/20 and 2020/21, which is greater than the 8% increase in enrolments recorded across all subjects (see table 2 on the next page).
- Enrolments increased for all three student domiciles, with enrolments of UK students seeing the highest growth in both absolute and proportional terms, followed by students from non-EU countries. Despite the UK's exit from the EU enrolments from the region increased by 7% compared to 2019/20. The share of enrolments from the UK increased from 61% to 62% over this period.

¹ Due to the change in subject classification from the Joint Academic Coding System (JACS) to the Common Aggregation Hierarchy (CAH), data prior to 2019/20 cannot be analysed with the most recent years' data. As the figures in this report are based on student Full Person Equivalent (FPE) they do not match those published in the HESA Open Data release which are based on total enrolments. The figures in this report exclude enrolments from Alternative Providers.

Table 2. Total enrolments – all subjects, levels and modes of study

Domicile	Enrolments		% change year-on-year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	395,630	436,005	10%	16%	16%
EU	142,985	148,115	4%	6%	6%
UK	1,917,075	2,072,950	8%	78%	78%
Total	2,455,690	2,657,070	8%	100%	100%

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- Across all subjects total enrolments increased by 8% over the last year, with the highest proportional growth being amongst non-EU students (+10%), followed by UK students (+8%), and EU students (+4%).

Table 3. 'Business & Management Studies' undergraduate enrolments – all modes of study

Domicile	Enrolments		% change year-on-year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	51,140	52,200	2%	19%	18%
EU	20,730	22,990	11%	8%	8%
UK	194,325	220,360	13%	73%	75%
Total	266,195	295,550	11%	100%	100%

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- Undergraduate enrolments in 'Business & Management Studies' grew by nearly 30,000 overall (+11%) between 2019/20 and 2020/21, driven by a 13% increase in enrolments from the UK. Enrolments also grew from the EU (+11%) but these are relatively small in absolute numbers. Growth in enrolments from non-EU countries was marginal over the last year (+2%).
- The 11% increase in enrolments for undergraduate programmes in 'Business & Management Studies' is greater than for undergraduate programmes across all subjects (see table 4), although for enrolments from non-EU countries the proportional increase was greater for students across all subjects (+5%).

Table 4. All subjects: undergraduate enrolments – all modes of study

Domicile	Enrolments		% change year-on-year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	187,245	196,575	5%	10%	10%
EU	100,790	105,955	5%	5%	5%
UK	1,546,445	1,641,145	6%	84%	84%
Total	1,834,480	1,943,675	6%	100%	100%

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- In contrast to the undergraduate enrolments for 'Business & Management Studies', the figures for all subjects overall show much less variation in the growth rates per student domicile relative to 2019/20, with a 6% increase overall and a similar proportional increase recorded for each domicile. 'Business & Management Studies' accounts for one-quarter of the overall increase in undergraduate enrolments between 2019/20 and 2020/21.

Table 5. 'Business & Management Studies' postgraduate enrolments – all modes of study

Domicile	Enrolments		% change year-on-year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	71,655	84,455	18%	58%	58%
EU	7,635	7,405	-3%	6%	5%
UK	43,450	54,280	25%	35%	37%
Total	122,740	146,140	19%	100%	100%

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- At postgraduate level enrolments in 'Business & Management Studies' in 2020/21 were one-fifth higher than in 2019/20, which is greater than the 15% growth seen in postgraduate enrolments for all subjects. Growth was particularly strong for enrolments from the UK (+25%) and non-EU countries (+18%), whilst a small decrease was seen for enrolments from the EU (-3%).
- Due to the significant increase in UK enrolments this domicile now accounts for 37% of all postgraduate enrolments in 'Business & Management Studies', up from 35% in 2019/20. For all subjects overall, enrolments from the UK comprise the majority at postgraduate level at 60% of the total (see table 6).

Table 6. All subjects: postgraduate enrolments – all modes of study

Domicile	Enrolments		% change year-on-year	Each domicile as % of total	
	2019/20	2020/21		2019/20	2020/21
Non-EU	208,385	239,430	15%	34%	34%
EU	42,190	42,160	0%	7%	6%
UK	370,630	431,800	17%	60%	61%
Total	621,205	713,390	15%	100%	100%

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- For all subjects overall strong growth is observed for enrolments at postgraduate level with the exception being for students from the EU where enrolments were almost static compared to 2019/20. As seen at undergraduate level, 'Business & Management Studies' comprised one-quarter of the increase in total postgraduate enrolments.

Table 7. Enrolments in 'Business & Management Studies' as a % of enrolments in all subjects – all levels and modes of study

	All domiciles		UK		EU		Non-EU	
	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21
Business & Management Studies	388,940	441,690	237,775	274,640	28,365	30,395	122,800	136,655
All Subjects	2,455,690	2,657,070	1,917,075	2,072,950	142,985	148,115	395,630	436,005
Business & Management as % of total	16%	17%	12%	13%	20%	21%	31%	31%

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Table 8. Undergraduate enrolments in 'Business & Management Studies' as a % of undergraduate enrolments in all subjects – all modes of study

	All domiciles		UK		EU		Non-EU	
	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21
Business & Management Studies	266,190	295,550	194,325	220,360	20,730	22,990	51,140	52,200
All Subjects	1,834,480	1,943,675	1,546,445	1,641,145	100,790	105,955	187,245	196,575
Business & Management as % of total	15%	15%	13%	13%	21%	22%	27%	27%

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Table 9. Postgraduate enrolments in 'Business & Management Studies' as a % of postgraduate enrolments in all subjects – all modes of study

	All domiciles		UK		EU		Non-EU	
	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21	2019/20	2020/21
Business & Management Studies	122,740	146,140	43,450	54,280	7,635	7,405	71,655	84,455
All Subjects	621,205	713,390	370,630	431,800	42,190	42,160	208,385	239,430
Business & Management as % of total	20%	20%	12%	13%	18%	18%	34%	35%

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- Tables 7-9 give an indication of the size of the UK business school market by expressing the number of enrolments in 'Business & Management Studies' as a proportion of total enrolments across all subjects.
- Across all domiciles and levels of study, 1 in 6 of all UK university enrolments in 2020/21 were in 'Business & Management Studies'. The proportions are even higher for students from outside of the UK, where 'Business & Management Studies' accounted for 1 in 5 and nearly 1 in 3, respectively, of all enrolments of EU and non-EU students in UK universities. As shown in table 9,

Student Enrolments in Business & Management Studies 2020/21

in 2020/21 UK business schools accounted for 1 in 5 of all enrolments on postgraduate courses, and 1 in 3 of all non-EU students at postgraduate level.

ENROLMENTS BY REGION AND COUNTRY

The following section is a breakdown of total enrolments of 'Business & Management Studies' students by their country and region² of origin and includes students at all levels and modes of study. Figures on enrolments from all subjects are also shown for comparison. The tables show total enrolments for 2019/20 and 2020/21, and highlight the change in enrolments both in the numbers of students and as a percentage. Each table displays the ten countries which comprise the largest number of students enrolled in 'Business & Management Studies', arranged in descending order by the number currently enrolled. The final row of each table, designated 'Other', consists of the sum of students from the remaining countries in the region which have at least 25 students enrolled in 'Business & Management Studies' in the UK.

The first table, table 10, shows the ten countries (outside the UK) which account for the highest number of students enrolled in 'Business & Management Studies', and the share of the total number of international (non-UK) enrolments for which they account. Further detail about most of these countries is included in the following sections wherein trends in individual regions are discussed.

Table 10. Enrolments of 'Business & Management Studies' and all subjects, top ten countries (2020/21)

Country	Region	Total number of students from country	As % of total international students	Total number of Business & Management students from country	As % of total international students in B&M
China	Asia	141,475	24%	49,125	29%
India	Asia	79,745	14%	36,460	22%
Nigeria	Africa	20,925	4%	6,860	4%
Romania	Europe	12,730	2%	5,025	3%
Pakistan	Asia	11,615	2%	4,515	3%
Hong Kong (SAR)	Asia	16,260	3%	3,090	2%
Bangladesh	Asia	5,990	1%	2,945	2%
France	Europe	13,455	2%	2,660	2%
Italy	Europe	13,615	2%	2,655	2%
Germany	Europe	11,815	2%	2,305	1%

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² The region categories have been adapted for some regions (e.g. the Middle East and North Africa are consolidated into MENA) and therefore do not always correspond to the 'domicile (continent)' categories within the Heidi Plus system.

Student Enrolments in Business & Management Studies 2020/21

Tables 11 and 12 below show the ten countries (non-UK) with the most number of students enrolled in 'Business & Management Studies' at undergraduate and postgraduate level specifically.

Table 11. Enrolments of 'Business & Management Studies', undergraduate level, top ten countries (2020/21)

Country	No. of international UG enrolments in Business and Management	As % of total international UG enrolments in Business and Management
China	20,865	28%
India	8,010	11%
Romania	4,760	6%
Hong Kong (SAR)	2,390	3%
Spain	1,900	3%
France	1,885	2%
Poland	1,875	2%
Italy	1,760	2%
Pakistan	1,620	2%
Portugal	1,590	2%

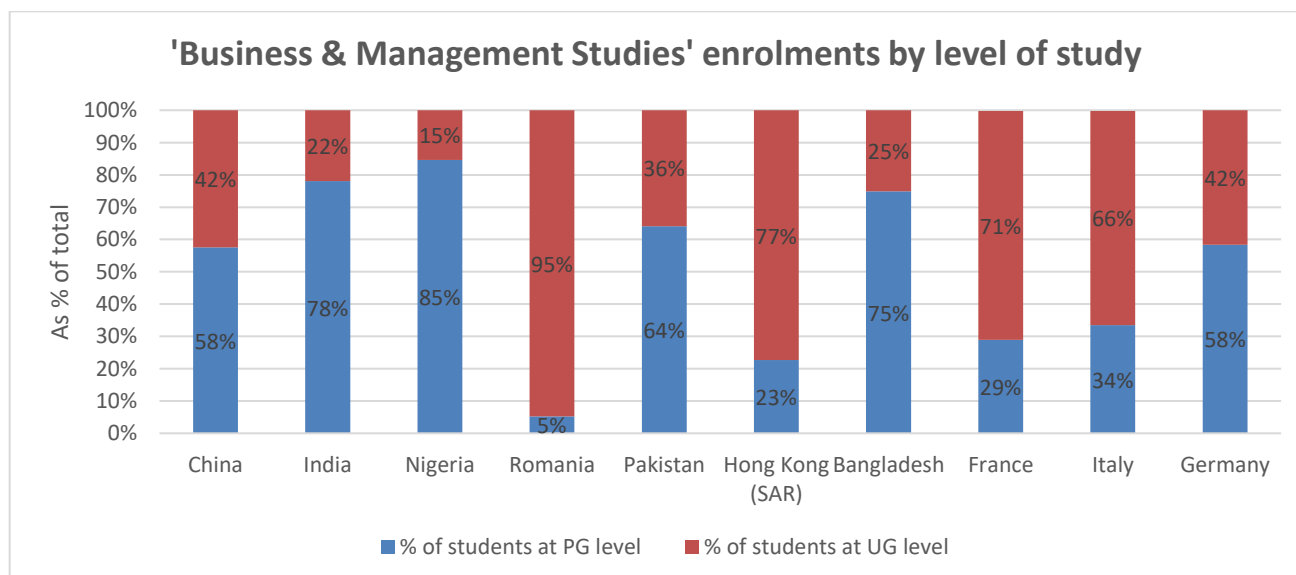
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Table 12. Enrolments of 'Business & Management Studies', postgraduate level, top ten countries (2020/21)

Country	No. of international PG enrolments in Business and Management	As % of total international PG enrolments in Business and Management
India	28,450	31%
China	28,260	31%
Nigeria	5,805	6%
Pakistan	2,895	3%
Bangladesh	2,205	2%
United States	1,485	2%
Germany	1,345	1%
Thailand	905	1%
Italy	890	1%
UAE	885	1%

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The graph below illustrates the share of students enrolled in 'Business & Management Studies' by level of study for the ten countries accounting for the highest number of 'Business & Management Studies' students.



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Figure 1. Enrolments in 'Business & Management Studies' by country and level of study (2020/21)

Africa Region

Table 13. Enrolments of 'Business & Management Studies' and all subjects by Country, Africa Region³ (2019/20-2020/21)

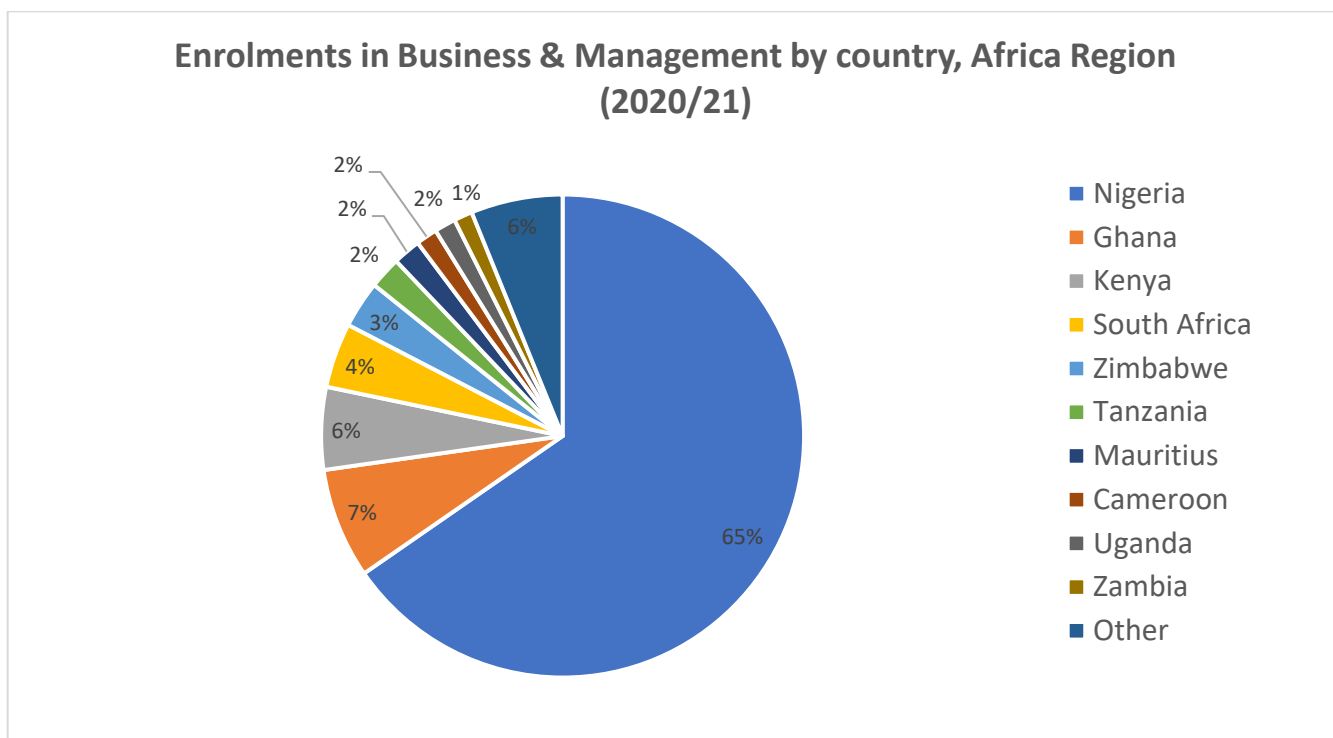
Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
Nigeria	12,810	20,925	8,115	63%	3,460	6,860	3,400	98%
Ghana	2,190	2,670	480	22%	645	775	130	20%
Kenya	2,390	2,585	195	8%	590	580	-10	-2%
South Africa	1,850	1,980	130	7%	445	455	10	2%
Zimbabwe	1,205	1,505	300	25%	255	330	75	29%
Tanzania	725	685	-40	-6%	240	225	-15	-6%
Mauritius	970	870	-100	-10%	245	195	-50	-20%
Cameroon	310	405	95	31%	80	150	70	88%
Uganda	685	775	90	13%	140	150	10	7%
Zambia	550	545	-5	-1%	130	130	0	0%
Other	2,805	2,740	-65	-2%	675	645	-30	-4%
Total	26,490	35,685	9,195	35%	6,905	10,495	3,590	52%

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- Numbers of students coming from Africa have grown significantly year-on-year, both across all subjects (+35%) but particularly in 'Business & Management Studies' (+52%).
- The growth is in large part driven by students coming from Nigeria, which accounts for 88% of the increase in students across all subjects and 95% of the increase in students enrolled in 'Business & Management Studies'.
- The number of students from Nigeria enrolled in 'Business & Management Studies' nearly doubled year-on-year between 2019/20 and 2020/21, and Nigeria accounts for 65% of all students from the Africa Region enrolled in 'Business & Management Studies' in 2020/21.
- The significant increase in enrolments from Nigeria is likely due in large part to the reintroduction of post-study work visas for students starting in 2020/21. The Nigerian student market is

³ Africa region does not include Egypt, Algeria, Tunisia, Libya, and Morocco, which are instead included in the Middle East and North Africa (MENA) Region.

particularly responsive to a number of factors⁴, especially changes in the cost of studying abroad. The closure of the UK's post-study work visa in addition to a number of domestic economic factors⁵ saw the number of Nigerian students enrolling in UK institutions fall consistently in the years leading up to 2019/20 as many Nigerian students looked elsewhere to study⁶.



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Figure 2. Enrolments in 'Business & Management Studies' by country, Africa Region (2020/21)

⁴ 'New report describes shifting Nigerian demand for study abroad' February 2020, ICEF, <https://monitor.icef.com/2021/02/new-report-describes-shifting-nigerian-demand-for-study-abroad/>

⁵ 'Chiffres Clés de la mobilité étudiante dans la monde' (Key figures of student mobility around the world) March 2021, Campus France, https://ressources.campusfrance.org/publications/chiffres_cles/fr/chiffres_cles_2021_fr.pdf

⁶ 'New report describes shifting Nigerian demand for study abroad' February 2020, ICEF, <https://monitor.icef.com/2021/02/new-report-describes-shifting-nigerian-demand-for-study-abroad/>

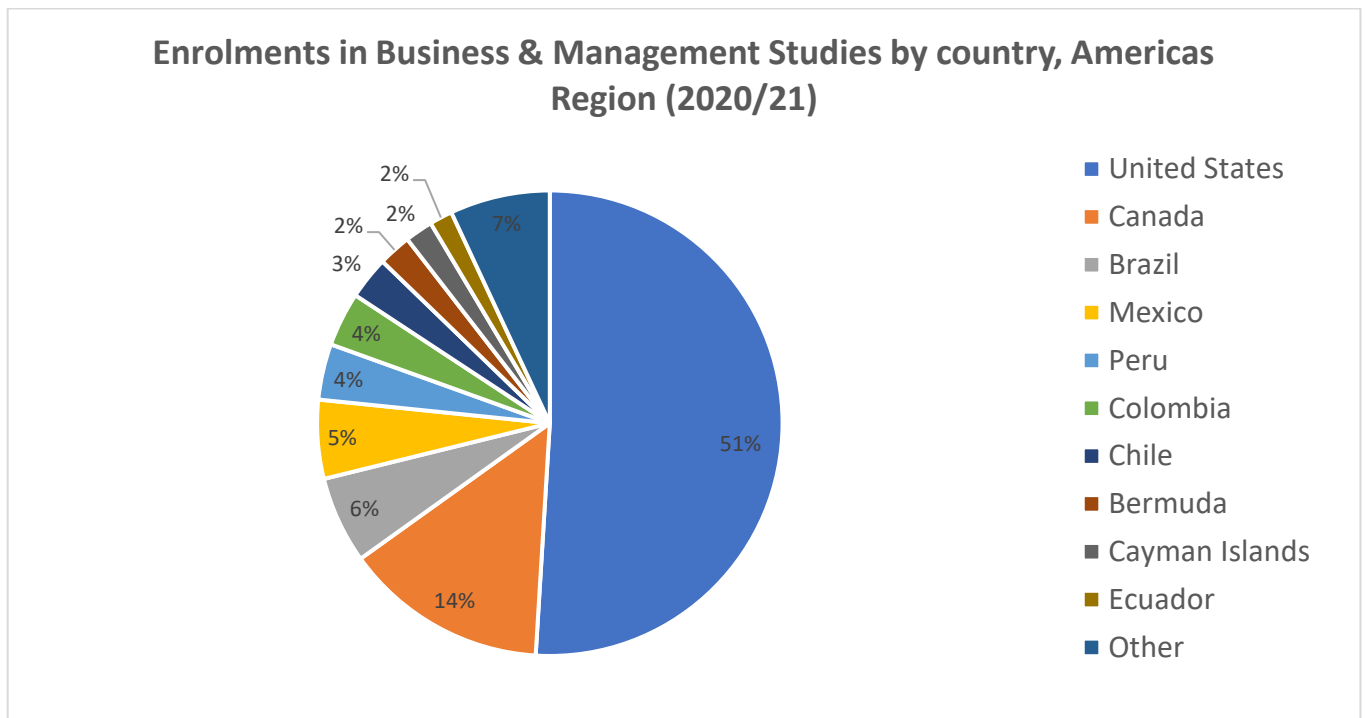
Americas Region

Table 14. Enrolments of Business & Management Studies and all subjects by Country, Americas Region (2019/20-2020/21)

Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
United States	19,940	18,470	-1,470	-7%	2,475	2,235	-240	-10%
Canada	6,625	6,615	-10	0%	600	620	20	3%
Brazil	1,535	1,345	-190	-12%	295	265	-30	-10%
Mexico	1,830	1,505	-325	-18%	300	240	-60	-20%
Peru	580	575	-5	-1%	185	170	-15	-8%
Colombia	880	705	-175	-20%	220	165	-55	-25%
Chile	890	745	-145	-16%	130	130	0	0%
Bermuda	495	495	0	0%	110	100	-10	-9%
Cayman Islands	365	395	30	8%	80	85	5	6%
Ecuador	410	340	-70	-17%	65	70	5	8%
Other	1,860	1,695	-165	-9%	325	305	-20	-6%
Total	35,410	32,885	-2,525	-7%	4,785	4,385	-400	-8%

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- Numbers of students from the Americas has fallen slightly between 2019/20 and 2020/21, and the United States continues to account for the majority of 'Business & Management Studies' students from the region, at 51%



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Figure 3. Enrolments in 'Business & Management Studies' by country, Americas Region (2020/21)

Asia Region

Table 15. Enrolments of 'Business & Management Studies' and all subjects by country, Asia Region (2019/20-2020/21)

Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
China	139,130	141,475	2,345	2%	53,560	49,125	-4,435	-8%
India	52,545	79,745	27,200	52%	23,435	36,460	13,025	56%
Pakistan	7,165	11,615	4,450	62%	2,510	4,515	2,005	80%
Hong Kong (SAR)	15,975	16,260	285	2%	3,245	3,090	-155	-5%
Bangladesh	2,940	5,990	3,050	104%	1,140	2,945	1,805	158%
Malaysia	13,175	11,200	-1,975	-15%	2,445	1,890	-555	-23%
Thailand	6,590	4,375	-2,215	-34%	2,655	1,400	-1,255	-47%
Vietnam	3,310	2,575	-735	-22%	1,805	1,310	-495	-27%
Taiwan	4,085	3,150	-935	-23%	1,530	1,115	-415	-27%
Singapore	6,700	6,450	-250	-4%	925	945	20	2%
Other	21,100	21,375	275	1%	4,925	5,225	300	6%
Total	272,715	304,210	31,495	12%	98,175	108,020	9,845	10%

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- When grouped into different sub-regions, general trends across Asia are surprisingly consistent: the number of students enrolled in 'Business & Management Studies' have decreased in East Asia (e.g. China, Taiwan, and Hong Kong) and South-East Asia (e.g. Malaysia, Thailand, Vietnam, and Singapore), while rising sharply in South Asia (e.g. India, Pakistan, and Bangladesh).
- Regarding East Asia, while the numbers of students enrolled in all subjects continues to grow slightly for students from China and Hong Kong, the number of students from these countries enrolled in 'Business & Management Studies' has decreased (-8% and -5%, respectively). The percentage decrease in students from Taiwan enrolled in 'Business & Management Studies' was most sharp, at -27%.
- The total number of students from South-East Asian countries enrolled across all subjects fell across the board; and the decrease in numbers was particularly sharp for 'Business & Management Studies' where the percentage decrease was larger than the decrease in enrolments

across all subjects, with the exception of Singapore, where enrolments in 'Business & Management Studies' courses increased, though only marginally.

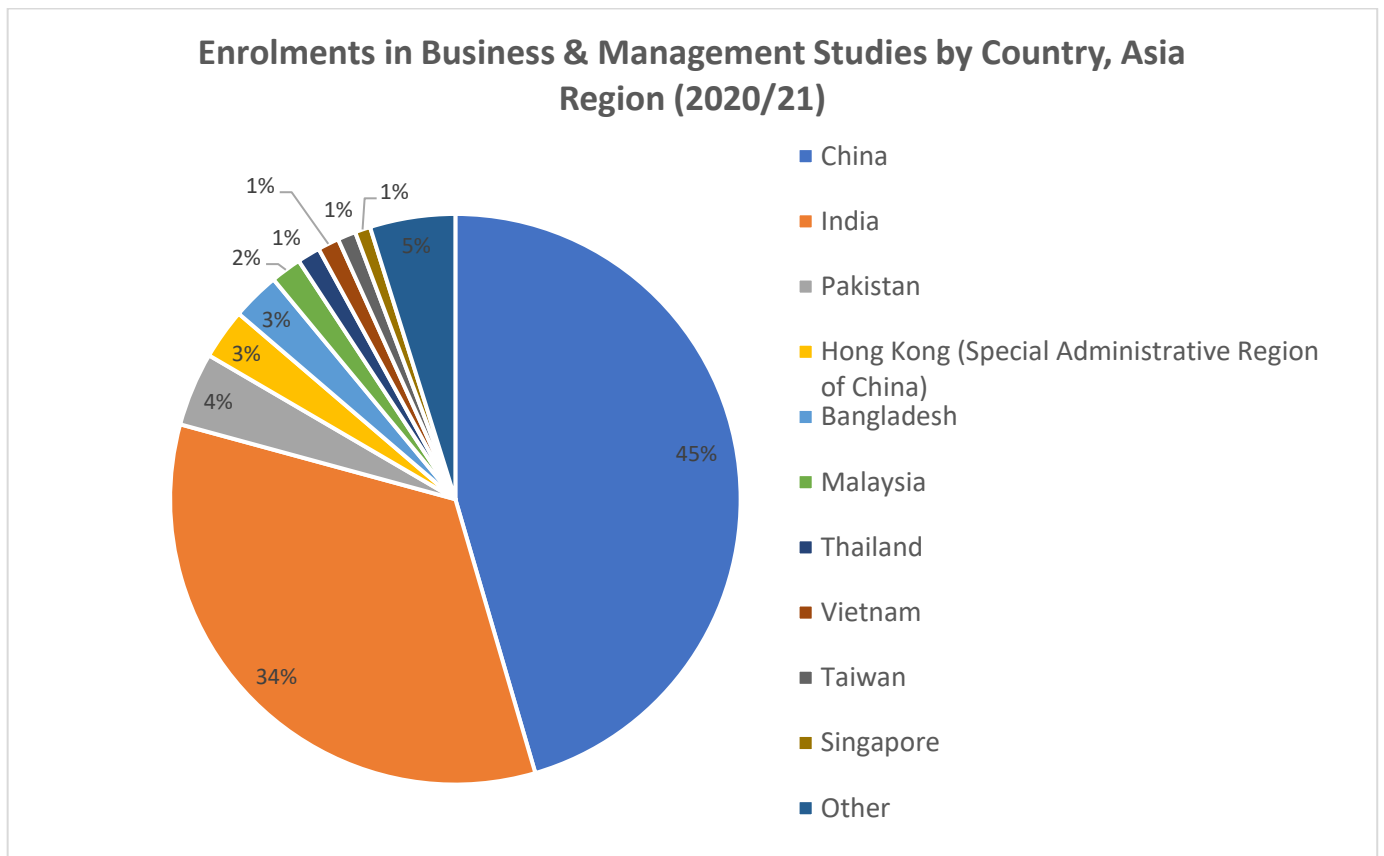
- The COVID-19 pandemic has had a significant impact on students' plans to study abroad⁷. The perceived handling of the pandemic was found to be a particularly salient issue among prospective students from Malaysia when deciding whether and where to study abroad⁸, for example, and so the UK's perceived poor performance⁹ in handling COVID-19 is likely to have negatively impacted enrolment rates from the area.
- While it is not yet clear why 'Business & Management Studies' reported sharper decreases in East and South-East Asia, it appears COVID-19 could once again be partly to blame, as 10% of respondents to the Cambridge International survey¹⁰ reported that COVID-19 has had an effect on subject choice.
- The Cambridge International survey also reported that prospective students from China are increasingly looking elsewhere in Asia for higher education opportunities, which might partially explain the slowing growth of students from China and declining numbers of students from China's neighbours in East and South-East Asia.
- The number of students from South Asia (e.g. India, Pakistan, and Bangladesh) enrolled in UK universities increased sharply across all subjects, and the growth in enrolments was particularly pronounced in the area of 'Business & Management Studies'. The growth in numbers of students from the region enrolled in 'Business & Management Studies' outpaced the average rate of growth across all subjects. This growth is likely largely attributable to the reinstatement of the Post-Study Work Visa.

⁷ 'Evolving education amidst crisis: The perspectives of international students' April 2021, QS, <https://www.qs.com/portfolio-items/how-the-coronavirus-pandemic-reshaped-international-higher-education/>

⁸ 'Student destination survey 2020' July 2021, Cambridge International, <https://www.cambridgeinternational.org/images/cambridge-student-destinations-survey-2020-report-for-schools.pdf>

⁹ 'How the coronavirus pandemic reshaped international higher education' December 2021, QS, <https://www.qs.com/portfolio-items/how-the-coronavirus-pandemic-reshaped-international-higher-education/>

¹⁰ 'Student destination survey 2020' July 2021, Cambridge International, <https://www.cambridgeinternational.org/images/cambridge-student-destinations-survey-2020-report-for-schools.pdf>



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Figure 4. Enrolments in 'Business & Management Studies' by country, Asia Region (2020/21)

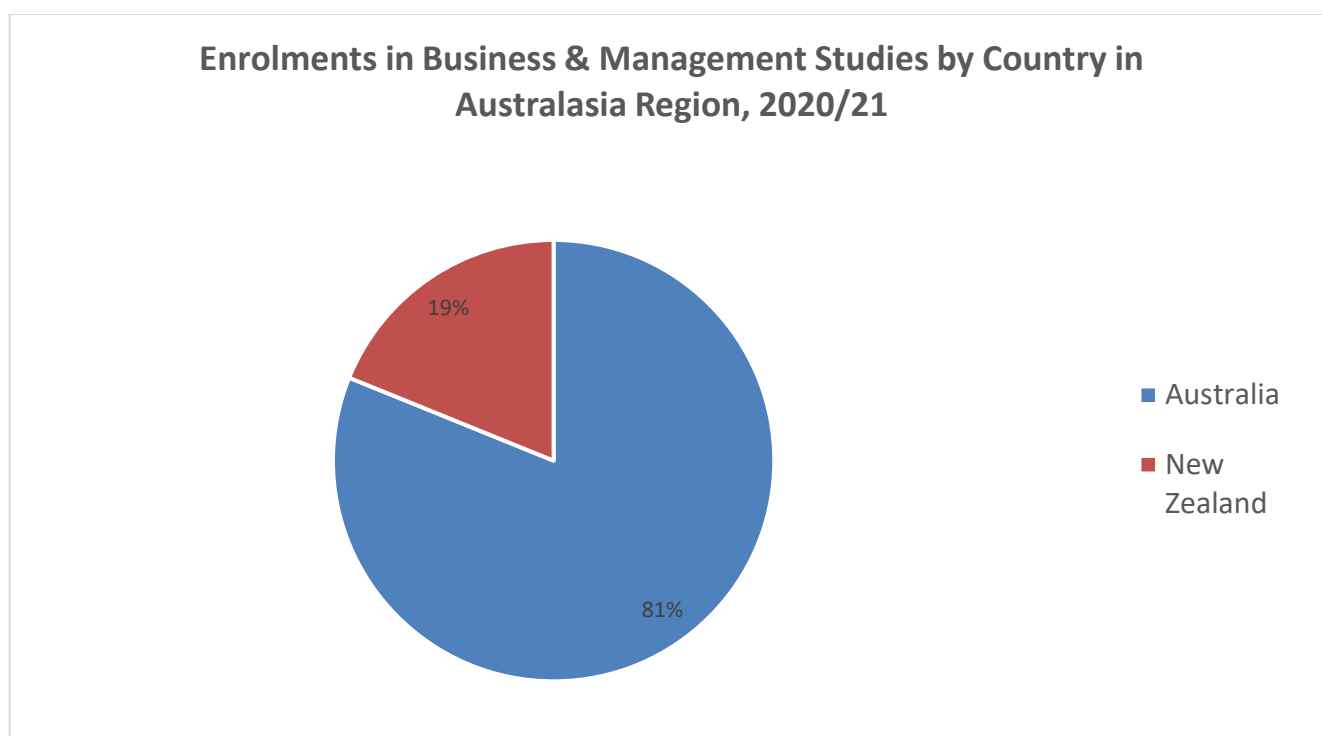
Australasia Region

Table 16. Enrolments of 'Business & Management Studies' and all subjects by country, Australasia Region (2019/20-2020/21)

Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
Australia	2,120	1,935	-185	-9%	270	215	-55	-20%
New Zealand	535	510	-25	-5%	55	50	-5	-9%
Total	2,655	2,445	-210	-8%	325	265	-60	-18%

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- The total number of enrolments from Australasia has decreased slightly, perhaps due in part to the strength of their own HE offerings enticing local students to enrol at home, in addition to the imposition of strict COVID-19 restrictions on mobility.



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Figure 5. Enrolments in 'Business & Management Studies' by country, Australasia Region (2020/21)

Europe Region

Table 17. Enrolments of 'Business & Management Studies' and all subjects by country, Europe Region¹¹ (2019/20-2020/21)

Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
Romania	10,700	12,730	2,030	19%	3,400	5,025	1,625	48%
France	13,430	13,455	25	0%	2,725	2,660	-65	-2%
Italy	13,605	13,615	10	0%	2,615	2,655	40	2%
Germany	12,400	11,815	-585	-5%	2,535	2,305	-230	-9%
Spain	10,850	11,910	1,060	10%	2,020	2,285	265	13%
Poland	9,125	10,550	1,425	16%	1,830	2,170	340	19%
Portugal	6,990	8,275	1,285	18%	1,485	1,915	430	29%
Cyprus (EU)	8,360	8,010	-350	-4%	1,775	1,670	-105	-6%
Greece	9,645	9,425	-220	-2%	1,660	1,645	-15	-1%
Bulgaria	5,830	5,665	-165	-3%	1,490	1,485	-5	0%
Other	59,575	60,090	515	1%	10,400	10,205	-195	-2%
Total	160,510	165,540	5,030	3%	31,935	34,020	2,085	7%

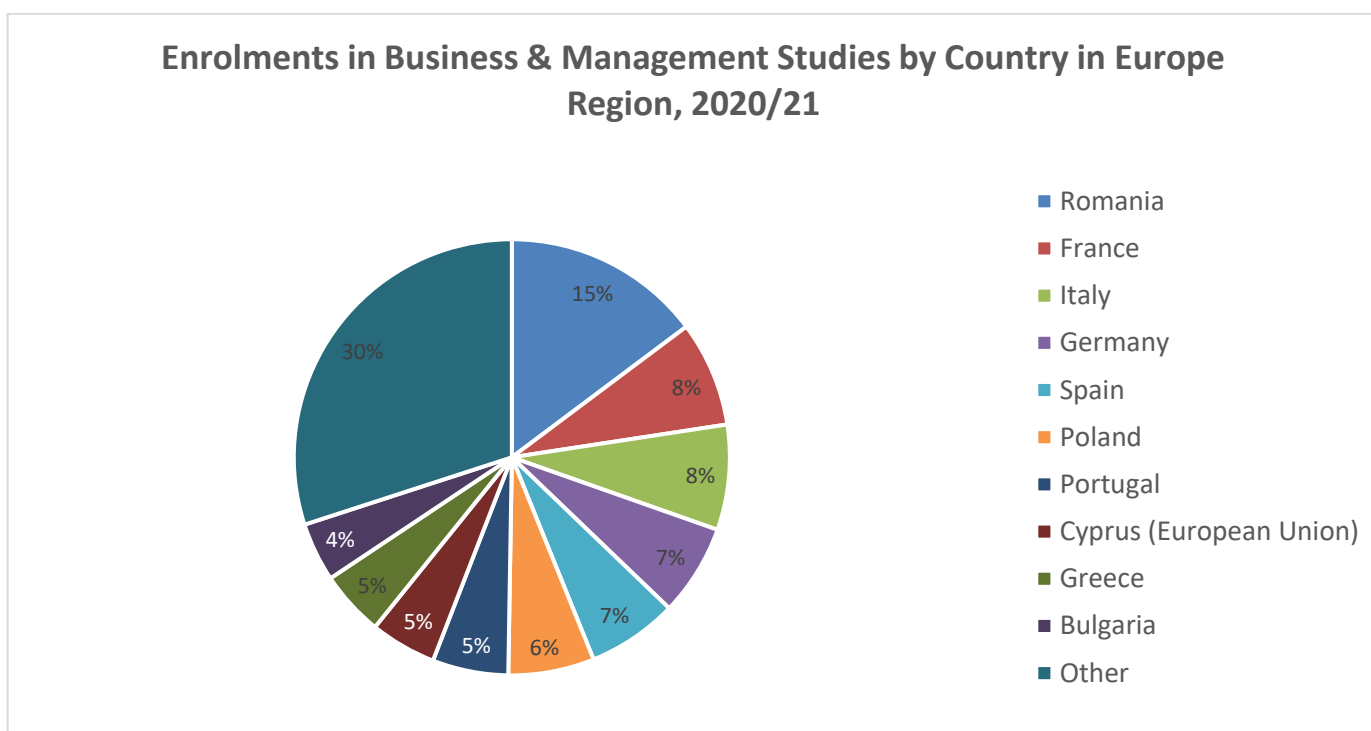
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- Overall, data regarding students from the Europe region is rather stable. Enrolments across all subjects among students from the region rose very slightly (+3%), while enrolments in 'Business & Management Studies' among the same population saw a greater increase (+7%).
- Romania accounted for a large proportion of the growth in student numbers for the period considered; the number of students from Romania enrolled in the UK across all subjects increased by 19%, and this growth was particularly noticeable for 'Business & Management Studies' where students currently enrolled in the area grew by 48%.
- The country which accounts for the largest share of 'Business & Management Studies' enrolments, Romania, only accounts for 15% of the total enrolments in the subject from European students. On the whole, the distribution of students enrolled in 'Business & Management Studies' is spread a lot

¹¹ Europe Region does not include Turkey, which is instead included in the Middle East and North Africa (MENA) region.

more evenly in the Europe region than in other regions, with enrolments captured in the 'Other' category accounting for the largest share of enrolments in the subject area (30%).

- It is worth noting that the data included here does not reflect the adverse impact to enrolment numbers elicited by Brexit and in that sense is lagging. More up-to-date data from UCAS¹² based on acceptances of offers by applicants rather than current enrolments reveals that acceptances of students from the Europe Region to UK universities has halved in the most recent period. We are therefore likely to see a significant fall in the number of enrolments of students from EU countries for the 2022/23 academic year.



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Figure 6. Enrolments in 'Business & Management Studies' by country, Europe Region (2020/21)

¹² See <https://www.ucas.com/corporate/news-and-key-documents/news/ucas-end-cycle-2021-strong-demand-uk-he-amidst-global-pandemic>

MENA Region

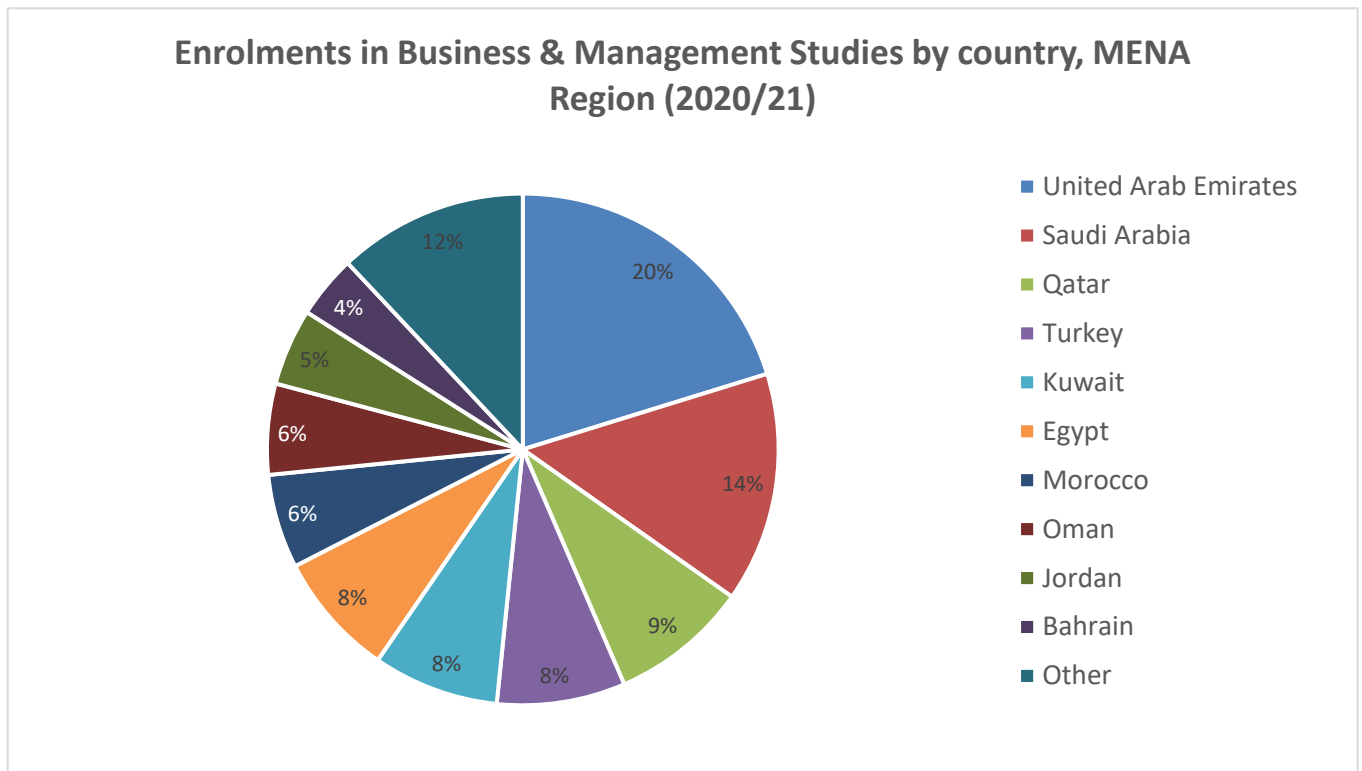
Table 18. Enrolments of 'Business & Management Studies' and all subjects by country, MENA Region (2019/20-2020/21)

Country	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
U.A.E	5,830	6,870	1,040	18%	1,540	1,955	415	27%
Saudi Arabia	8,435	8,740	305	4%	1,280	1,405	125	10%
Qatar	2,895	3,035	140	5%	870	845	-25	-3%
Turkey	3,900	3,910	10	0%	790	785	-5	-1%
Kuwait	5,430	6,185	755	14%	675	770	95	14%
Egypt	2,775	3,065	290	10%	685	760	75	11%
Morocco	895	1,140	245	27%	410	575	165	40%
Oman	2,515	2,435	-80	-3%	500	555	55	11%
Jordan	1,800	1,765	-35	-2%	535	470	-65	-12%
Bahrain	1,525	1,500	-25	-2%	420	385	-35	-8%
Other	5,605	5,810	205	4%	1,045	1,160	115	11%
Total	41,605	44,455	2,850	7%	8,750	9,665	915	10%

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- There is steady growth in the number of enrolments coming from the Middle East and North Africa (MENA) region on the whole, with a slightly higher increase in terms of percentage growth in enrolments in 'Business & Management Studies'.
- The United Arab Emirates and Kuwait were largely responsible for the growth in numbers for the region, together accounting for more than half of the total growth in the number of enrolments for all subjects as well as specifically in 'Business & Management Studies'.
- Saudi Arabia, the country with the largest market share in terms of enrolments across all subjects, reported relatively low growth in the number of enrolments compared to some of the other countries in the region. Furthermore, while they account for the largest share of students on average across all subjects, it is notable that they do not account for the largest share of students enrolled in 'Business & Management Studies', a designation which belongs to the United Arab Emirates.

- As Figure 7 shows, the distribution of students hailing from the MENA region enrolled in 'Business & Management Studies' is spread rather evenly in comparison with other regions, with the country accounting for the largest share, the United Arab Emirates, only accounting for 20%.



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Figure 7. Enrolments in 'Business & Management Studies' by country, MENA Region (2020/21)

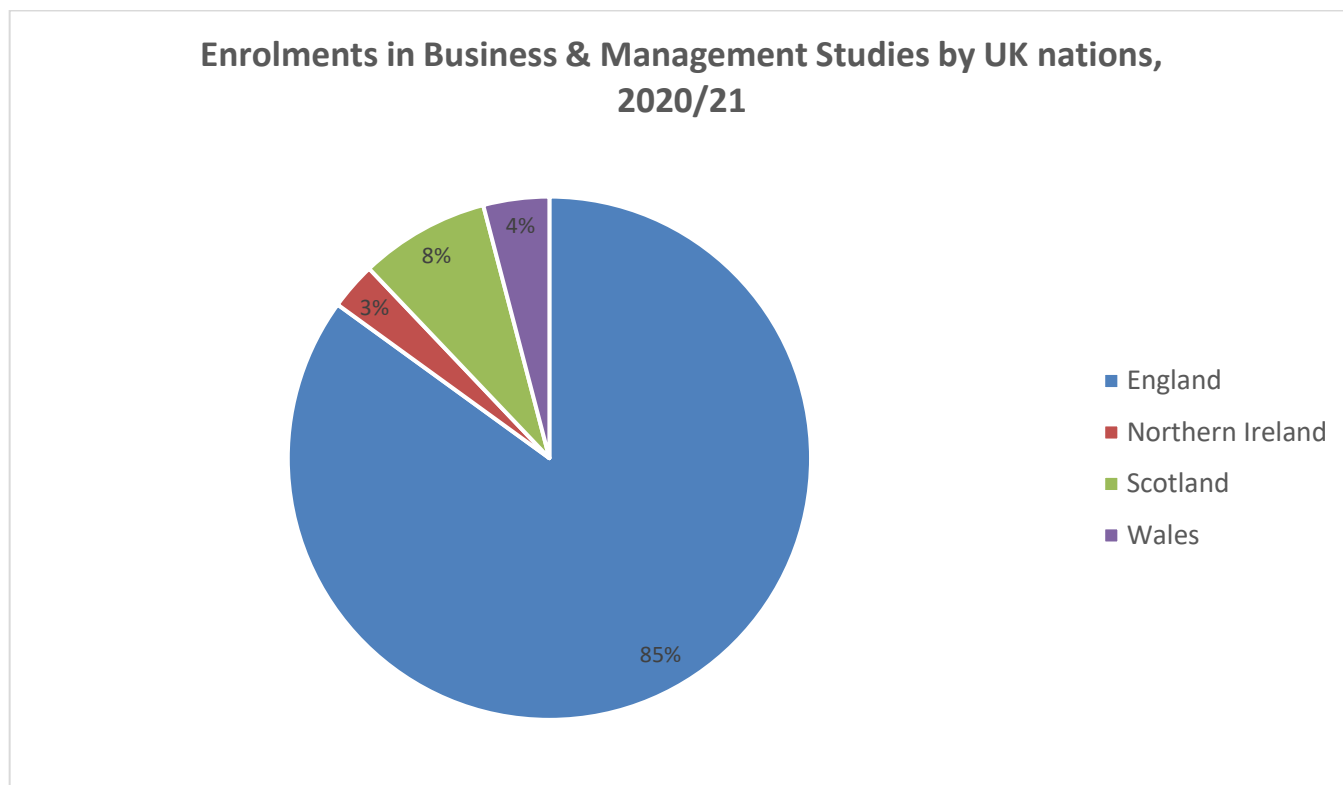
UK nations

Table 19. Enrolments of Business & Management Studies and all subjects by country, UK nations (2019/20-2020/21)

Nation	All Subjects				Business & Management Studies			
	2019/20	2020/21	Absolute change	% change	2019/20	2020/21	Absolute change	% change
England	1,570,910	1,703,455	132,545	8%	199,295	232,960	33,665	17%
Northern Ireland	62,500	65,325	2,825	5%	7,395	7,985	590	8%
Scotland	176,740	190,695	13,955	8%	20,140	22,000	1,860	9%
Wales	102,665	109,190	6,525	6%	10,385	11,165	780	8%
Total	1,912,815	2,068,665	155,850	8%	237,215	274,110	36,895	16%

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- On the whole, growth in enrolments of students coming from within the UK remains strong, and the growth in enrolments in 'Business & Management Studies' is particularly pronounced.



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Figure 8. Enrolments in 'Business & Management Studies' by country, UK nations (2020/21)