



STUDENT ENROLMENTS IN BUSINESS & MANAGEMENT STUDIES

Analysis of 2021/22 data from the
Higher Education Statistics Agency

April 2023

Source of data: HESA Student Record & HESA Student Record (AP), 2019/20 to 2021/22. © Jisc. Data sourced in March 2023 via Heidi Plus, the online data dissemination tool for the HE sector. The analysis was undertaken by the Chartered Association of Business Schools in April 2023.

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FOREWORD

Business disciplines continue to dominate the UK higher education sector. This report highlights some clear trends not just for business schools but also for their parent universities. The sector as a whole is experiencing the effects of increased costs and stagnant domestic fees in those parts of the UK sector where fees apply. The pressure to diversify income is obvious and the data in this report show how and where this is happening.

First, Non-EU international student numbers at UK business schools have increased by 33% overall and by 48% when considering postgraduate programmes only. Alongside the financial benefit of the fee income this generates, our lecture theatres and seminar rooms benefit from increased diversity in our student population whilst the sector and the nation benefit from increased international visibility and reach. Given that business schools educate leaders of the future, the long-term benefits that flow from international students include the propensity to generate new trade links, collaborations and innovations. In that context, the ongoing uncertainty over student numbers relative to overall immigration targets remains a worry. The huge success story of international student recruitment risks being lost in a wider narrative about immigration policy.

Second, the data in this report show a marked decline in the numbers of students being recruited from the EU. The 27% decline is reflected in decreases across several different EU countries and merits some reflection. As the UK's relationship with the EU continues to change post-Brexit, it is important to note the structural consequences of changes to student mobility funding alongside the issues relating to research funding where UK business schools secure more grant income from the EU than they do from UK central government sources.

Third, where our international students are coming from is changing. India has now replaced China as the biggest market for the UK though only 15% of students from India join an undergraduate degree. Africa's importance also continues to rise with notable growth in Nigeria (up 165%) and Ghana (up 52%). Covid powerfully reinforced the need to have a diverse range of income streams and it is encouraging to see a broader spectrum of countries sending students to the UK to benefit from our world-class education.

Fourth, whilst we are in the foothills of a domestic demographic upswing, the data show that growth in UK applications occurred only in England with enrolments in Scotland, Northern Ireland and Wales all decreasing slightly. UCAS predict that we will hit 1 million applications by around 2025/26 which will bring further substantial numbers to the sector as a whole and a sizeable proportion of that growth will likely flow into business schools.



Professor Robert MacIntosh

Chair of Chartered ABS and Pro Vice-Chancellor, Faculty of Business and Law, Northumbria University

The labour market for business school academics remains tight and the health of the sector as a whole is tied to the ability of our business schools to deliver great student experiences.

In summary, the data from 2021/22 reaffirm what we already know. Our business schools operate at scale. They generate surpluses that support their parent universities and they make significant contributions to the regions and cities in which they are situated. As a consequence, the labour market for business school academics remains tight and the health of the sector as a whole is tied to the ability of our business schools to deliver great student experiences. Fortunately, the Chartered ABS offers tremendous opportunities to share good practice and to support our member schools as they undertake this vital work.

INTRODUCTION

This edition of the Chartered ABS' annual report on student enrolments in Business and Management uses the latest data for the academic year 2021/22. It includes data on student enrolments at the levels of broad domicile, region, and country of origin. Analysis at the domicile level includes a breakdown by level of study and, for the first time, data submitted to the HESA Student Alternative Record.

HE providers in England are required to submit data to either the HESA Student Record, HESA Student Alternative Record or the ESFA Individualised Learner Record. The HESA Student Alternative Record is required of all providers registered with the OfS who do not submit the Student return or ILR¹.

Data submitted to the HESA Student Alternative Record is included this year in the spirit of inclusivity and in recognition of the diversity of both the sector and our own membership, which includes a number of such providers². There are a total of 43 providers returning data in this category for Business and Management studies in the academic year 2021/22, although a significant proportion of these have very small enrolment numbers.

Data submitted to the HESA Student Alternative Record is shown in brackets immediately below the data from the HESA Student Record to accommodate comparisons between the two and any trends between them.

All data contained in this report is provided by HESA. Please see the citation on page 2.

¹ <https://www.hesa.ac.uk/collection/c21054/coverage>

² See the registration category of providers here: <https://www.hesa.ac.uk/support/providers/providers-submitting-data-hesa-collections>

STUDENT ENROLMENT TABLES

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	28,365 (980)	30,395 (955)	22,295 (1,070)	-27% (12%)	7% (7%)	7% (4%)	5% (4%)
Non-EU International	122,715 (1,540)	136,655 (2,150)	181,330 (3,170)	33% (47%)	32% (10%)	31% (10%)	37% (13%)
United Kingdom	237,705 (12,425)	274,640 (19,230)	289,710 (20,380)	5% (6%)	61% (83%)	62% (86%)	59% (83%)
Grand Total	388,795 (14,945)	441,695 (22,335)	493,340 (24,620)	12% (10%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- The total number of enrolments in Business and Management across all domiciles rose by 12% between the academic years 2020/21 and 2021/22, with a slightly smaller increase of 10% amongst those returning data to the Student Alternative Record dataset.
- Enrolments from the non-EU domicile saw the most significant increase both in absolute and percentage terms, with a recorded year-on-year increase of more than 44,000 students from this domicile, or 33%.
- Non-EU students now comprise 37% of enrolments in Business and Management.
- Given that the total number of enrolments across all subjects from this domicile increased by just over 102,000 students (see Table 2), we can conclude that Business and Management accounts for roughly 44% of the increase in enrolments from this domicile.
- The non-EU domicile also recorded the highest growth rate amongst the HESA Student Alternative Record data, increasing by 47% year-on-year.
- Conversely, enrolments from the EU domicile saw a significant decrease of 27%. The same cannot be said for data from the HESA Student Alternative Record, however, which reported a 12% increase in enrolments from the EU domicile.
- UK-domiciled enrolments in Business and Management continue to grow at a steady pace, increasing by 5% year-on-year, although it is noteworthy that this is lower than the 16% increase recorded between 2019/20 and 2020/21.

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	143,105 (3,520)	148,115 (3,645)	115,800 (3,375)	-22% (-7%)	6% (7%)	6% (5%)	4% (4%)
Non-EU International	395,870 (4,895)	436,005 (6,250)	538,635 (8,365)	24% (34%)	16% (9%)	16% (9%)	20% (11%)
United Kingdom	1,916,795 (43,415)	2,072,950 (57,755)	2,104,085 (64,210)	2% (11%)	78% (84%)	78% (85%)	76% (85%)
Grand Total	2,455,850 (51,830)	2,657,290 (67,685)	2,758,605 (75,945)	4% (12%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- Total student enrolments across all subjects increased by 4% year-on-year between 2020/21 – 2021/22, although this figure is notably higher for providers returning data to the HESA Student Alternative Record, at 12%.
- As is the case for Business and Management studies, the most significant increase in enrolments is from the Non-EU domicile, which recorded an increase of 24% (34% for HESA Student Alternative Record).
- The fall in enrolments from the EU domicile for all subjects is not as sharp as it is for Business and Management, but remains very significant at 22%.
- Enrolments from the UK domicile increased by 2%, which is lower than the year-on-year increase of 8% recorded the previous year.

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	20,725 (545)	22,990 (445)	16,905 (480)	-26% (8%)	8% (4%)	8% (2%)	5% (2%)
Non-EU International	51,075 (1,035)	52,200 (1,665)	55,915 (2,075)	7% (25%)	19% (8%)	18% (8%)	18% (10%)
United Kingdom	194,270 (11,530)	220,360 (18,000)	240,730 (18,990)	9% (5%)	73% (88%)	75% (90%)	77% (88%)
Grand Total	266,075 (13,110)	295,550 (20,110)	313,550 (21,550)	6% (7%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- Undergraduate enrolments in Business and Management increased by 6% across all domiciles. The increase in enrolments is mostly driven by the UK domicile, which accounted for an increase of 9% and more than 20,000 students.
- Undergraduate enrolments from the EU domicile fell by 26% (8% for providers returning data to the Student Alternative Record).

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	100,845 (2,560)	105,955 (2,545)	83,560 (2,255)	-21% (-11%)	5% (7%)	5% (5%)	4% (4%)
Non-EU International	187,450 (3,210)	196,575 (4,165)	209,815 (4,935)	7% (18%)	10% (8%)	10% (8%)	11% (9%)
United Kingdom	1,547,035 (33,255)	1,641,145 (45,040)	1,677,930 (50,415)	2% (12%)	84% (85%)	84% (87%)	85% (88%)
Grand Total	1,835,375 (39,025)	1,943,870 (51,785)	1,971,345 (57,605)	1% (11%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- Across all subjects and all modes of study, undergraduate enrolments increased year-on-year by a single percentage point overall (11% for HESA Student Alternative Record). EU-domiciled undergraduates are again the only category that fell in numbers (-21%), while enrolments from the Non-EU and UK domiciles reported increases of 7% and 2% respectively.

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	7,640 (435)	7,405 (505)	5,390 (585)	-27% (16%)	6% (24%)	5% (23%)	3% (19%)
Non-EU International	71,640 (500)	84,455 (485)	125,410 (1,095)	48% (126%)	58% (27%)	58% (22%)	70% (36%)
United Kingdom	43,430 (895)	54,280 (1,230)	48,985 (1,390)	-10% (13%)	35% (49%)	37% (55%)	27% (45%)
Grand Total	122,720 (1,835)	146,145 (2,220)	179,790 (3,070)	23% (38%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- Total postgraduate enrolments in Business and Management across all domiciles increased by 23% between the academic years 2020/21 and 2021/22. The growth in enrolment numbers was driven entirely by Non-EU students, which reported an increase of upwards of 40,000 students (or 48%), resulting in this category of students making up 70% of all postgraduate Business and Management students.
- Enrolments of EU-domiciled students also fell at postgraduate level and by similar margins as at undergraduate level (-27%).
- UK-domiciled postgraduate enrolments in Business and Management fell by a significant margin (-10%).

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

	Enrolments			% change 2020/21- 2021/22	Each domicile as % of total		
	2019/20	2020/21	2021/22		2019/20	2020/21	2021/22
Domicile (basic)							
European Union	42,260 (960)	42,160 (1,100)	32,240 (1,120)	-24% (2%)	7% (8%)	6% (7%)	4% (6%)
Non-EU International	208,420 (1,685)	239,430 (2,085)	328,820 (3,425)	37% (64%)	34% (13%)	34% (13%)	42% (19%)
United Kingdom	369,760 (10,160)	431,800 (12,710)	426,155 (13,790)	-1% (8%)	60% (79%)	61% (80%)	54% (75%)
Grand Total	620,475 (12,800)	713,420 (15,900)	787,265 (18,340)	10% (15%)	100% (100%)	100% (100%)	100% (100%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- As is the case for postgraduate enrolments in Business and Management, postgraduate enrolments across all subjects fell amongst UK- and EU-domiciled students (-1% and -24% respectively), with the overall rise of 10% across domiciles again driven by Non-EU students, which recorded a 37% increase, or almost 90,000 more students.
- It is worth noting that almost half (44%) of the increase in enrolments of 74,000 recorded across all subjects were Business and Management enrolments.

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

	All Domiciles			United Kingdom			European Union			Non-EU International		
	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22
Business and Management Studies	388,795 (14,945)	441,695 (22,335)	493,340 (24,620)	237,705 (12,425)	274,640 (19,230)	289,710 (20,380)	28,365 (980)	30,395 (955)	22,295 (1,070)	122,715 (1,540)	136,655 (2,150)	181,330 (3,170)
All subjects	2,455,850 (51,830)	2,657,290 (67,685)	2,758,605 (75,945)	1,916,795 (43,415)	2,072,950 (57,755)	2,104,085 (64,210)	143,105 (3,520)	148,115 (3,645)	115,800 (3,375)	395,870 (4,895)	436,005 (6,250)	538,635 (8,365)
Business and Management as % of total	16% (29%)	17% (33%)	18% (32%)	12% (29%)	13% (33%)	14% (32%)	20% (28%)	21% (26%)	19% (32%)	31% (31%)	31% (34%)	34% (38%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

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

	All Domiciles			United Kingdom			European Union			Non-EU International		
	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22
Business and Management Studies	266,075 (13,110)	295,550 (20,110)	313,550 (21,550)	194,270 (11,530)	220,360 (18,000)	240,730 (18,990)	20,725 (545)	22,990 (445)	16,905 (480)	51,075 (1,035)	52,200 (1,665)	55,915 (2,075)
All subjects	1,835,375 (39,025)	1,943,870 (51,785)	1,971,345 (57,605)	1,547,035 (33,255)	1,641,145 (45,040)	1,677,930 (50,415)	100,845 (2,560)	105,955 (2,545)	83,560 (2,255)	187,450 (3,210)	196,575 (4,165)	209,815 (4,935)
Business and Management as % of total	14% (34%)	15% (39%)	16% (37%)	13% (35%)	13% (40%)	14% (38%)	21% (21%)	22% (17%)	20% (21%)	27% (32%)	27% (40%)	27% (42%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

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

	All Domiciles			United Kingdom			European Union			Non-EU International		
	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22	2019/20	2020/21	2021/22
Business and Management Studies	122,720 (1,835)	146,145 (2,220)	179,790 (3,070)	43,430 (895)	54,280 (1,230)	48,985 (1,390)	7,640 (435)	7,405 (505)	5,390 (585)	71,640 (500)	84,455 (485)	125,410 (1,095)
All subjects	620,475 (12,800)	713,420 (15,900)	787,265 (18,340)	369,760 (10,160)	431,800 (12,710)	426,155 (13,790)	42,260 (960)	42,160 (1,100)	32,240 (1,120)	208,420 (1,685)	239,430 (2,085)	328,820 (3,425)
Business and Management as % of total	20% (14%)	20% (14%)	23% (17%)	12% (9%)	13% (10%)	11% (10%)	18% (45%)	18% (46%)	17% (52%)	34% (30%)	35% (23%)	38% (32%)

HESA Student Record & HESA Student Record (AP) [2019/20– 2021/22], Copyright Jisc. Data in brackets is from HESA Student Alternative Record.

- Tables 7, 8, and 9 determine the relative size of the business school market by expressing the number of business school enrolments as a percentage of the total enrolments across all subjects, with the latter two looking specifically at undergraduate and postgraduate enrolments respectively.
- The proportion of enrolments in Business and Management as a percentage of enrolments across all subjects and at all levels continues to grow, from 17% for the academic year 2020/21 to 18% in 2021/22 (see table 7). While the proportion of student enrolments in Business and Management increased across all domiciles at both undergraduate and postgraduate levels, the increase in enrolments was most pronounced for postgraduate Non-EU enrolments in Business and Management (see table 9), which increased by 40,955 students.
- Table 7 shows that the proportion of students enrolled in Business and Management as a percentage of students enrolled in all subjects grew significantly amongst students from the Non-EU domicile, from 31% in the academic year 2020/21 to 34% in 2021/22 (34% to 38% for the Student Alternative Record).

ENROLMENTS BY REGION AND COUNTRY

This section presents enrolments in Business and Management for 2021/22 by students' region and country of origin, for the ten countries with the most students enrolled in Business and Management (outside of the UK). Data and analysis from this section onwards is based solely on data from the HESA Student Record and does not include data from the Student Alternative Record.

Table 10 identifies the number of student enrolments for each of the ten countries with the most enrolments in Business and Management as a percentage of the total number of international students enrolled in Business and Management, alongside the equivalent breakdown for all subjects. For 2021/22, India surpassed China as the country with the most international students enrolled in Business and Management in the UK, comprising 28% of the total international student market, followed by China at 24% and Nigeria at 9%.

Table 10: Enrolments in 'Business & Management' and all subjects, top ten countries (2021/22)

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
India	Asia	118,850	18%	56,640	28%
China	Asia	149,500	23%	48,250	24%
Nigeria	Africa	43,610	7%	18,190	9%
Pakistan	Asia	20,440	3%	9,205	5%
Bangladesh	Asia	11,870	2%	7,010	3%
Romania	Europe	8,795	1%	3,375	2%
Hong Kong (Special Administrative Region of China)	Asia	17,215	3%	3,040	1%
Nepal	Asia	4,775	1%	2,635	1%
United Arab Emirates	MENA	7,855	1%	2,455	1%
United States	Americas	22,150	3%	2,385	1%

HESA Student Record [2019/20–2021/22], Copyright Jisc

Table 11: Enrolments in 'Business & Management', undergraduate level, top ten countries (2021/22)

Country	Total number of students from country	As % of total international students in Business and Management
China	21,340	29%
India	8,505	12%
Romania	3,245	4%
Pakistan	2,605	4%
Hong Kong (Special Administrative Region of China)	2,150	3%
Bangladesh	1,665	2%
Spain	1,545	2%
Nigeria	1,520	2%
Malaysia	1,465	2%
Italy	1,395	2%

HESA Student Record [2019/20– 2021/22], Copyright Jisc

Table 12: Enrolments in 'Business & Management', postgraduate level, top ten countries (2021/22)

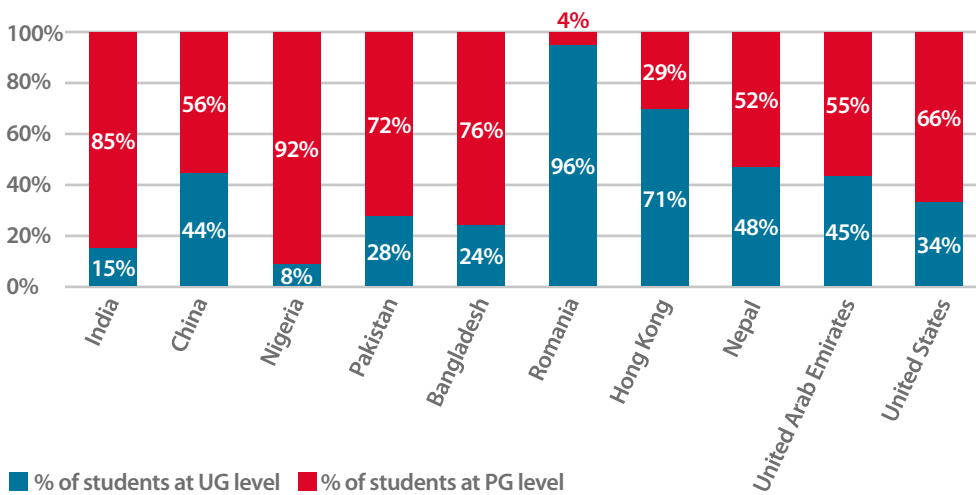
Country	Total number of students from country	As % of total international students in Business and Management
India	48,135	37%
China	26,915	21%
Nigeria	16,670	13%
Pakistan	6,600	5%
Bangladesh	5,345	4%
United States	1,585	1%
Sri Lanka	1,435	1%
Nepal	1,365	1%
United Arab Emirates	1,350	1%
Thailand	1,320	1%

HESA Student Record [2019/20– 2021/22], Copyright Jisc

Tables 11 and 12 together give an impression of how enrolments from different countries vary by level of study. For example, while students from India make up 12% of undergraduate enrolments, they constitute 37% of postgraduate enrolments. There are similar patterns observed for the other two countries which account for the largest numbers of student enrolments in Business and Management overall, China and Nigeria, although the difference between undergraduate and postgraduate enrolments for the former is not quite as pronounced.

Figure 1 illustrates the split between undergraduate versus postgraduate enrolments in Business and Management for the same countries included in Table 10. It shows that while postgraduate-level courses are generally more popular, this is not the case across the board. Among students from Romania and Hong Kong, for example, undergraduate enrolments vastly outnumber postgraduate enrolments. More detailed analyses by country can be found in the following section, which looks at year-on-year changes by region.

Figure 1: Enrolments in 'Business & Management' by country and level of study



HESA Student Record [2019/20–2021/22], Copyright Jisc

Student Enrolments in Business & Management Studies

Looking at first year enrolments specifically makes the changes in enrolments between years appear more acute and any trends more easy to identify, in addition to giving us a rough idea of how current first year enrolments might shape overall enrolment numbers over the coming years. The following three tables (Tables 13, 14, and 15) show first year enrolments only, with the latter two showing undergraduate and postgraduate (respectively) only, for the same ten countries listed in table 10.

Table 13: Enrolments in 'Business & Management', first year enrolments only, all levels of study (2019/20-2021/22)

Country	Academic Year			Absolute change year-on-year	% change year-on-year
	2019/20	2020/21	2021/22		
India	18,110	23,510	39,005	15,495	66%
China	41,070	35,300	33,295	-2,005	-6%
Nigeria	2,265	4,960	14,600	9,640	194%
Pakistan	1,535	3,030	6,760	3,730	123%
Bangladesh	725	2,195	5,260	3,065	140%
Romania	1,870	2,860	340	-2,520	-88%
Hong Kong (Special Administrative Region of China)	1,460	1,375	1,530	155	11%
Nepal	420	485	2,025	1,540	318%
United Arab Emirates	680	1,000	1,270	270	27%
United States	1,465	1,250	1,425	175	14%

HESA Student Record [2019/20– 2021/22], Copyright Jisc

Table 14: Enrolments in 'Business & Management'; first year enrolments only, undergraduate level (2019/20-2021/22)

Country	Academic Year			Absolute change year-on-year	% change year-on-year
	2019/20	2020/21	2021/22		
India	5,065	4,225	4,335	110	3%
China	12,350	10,950	10,550	-400	-4%
Nigeria	385	525	880	355	68%
Pakistan	570	865	1,655	790	91%
Bangladesh	205	510	1,275	765	150%
Romania	1,695	2,670	280	-2,390	-90%
Hong Kong (Special Administrative Region of China)	905	815	770	-45	-6%
Nepal	195	190	945	755	397%
United Arab Emirates	360	385	380	-5	-1%
United States	275	245	325	80	33%

HESA Student Record [2019/20– 2021/22], Copyright Jisc

Table 15: Enrolments in 'Business & Management'; first year enrolments only, postgraduate level (2019/20-2021/22)

Country	Academic Year			Absolute change year-on-year	% change year-on-year
	2019/20	2020/21	2021/22		
India	13,050	19,285	34,670	15,385	80%
China	28,720	24,350	22,750	-1,600	-7%
Nigeria	1,880	4,440	13,720	9,280	209%
Pakistan	965	2,165	5,105	2,940	136%
Bangladesh	520	1,685	3,985	2,300	136%
Romania	175	185	55	-130	-70%
Hong Kong (Special Administrative Region of China)	555	565	760	195	35%
Nepal	220	295	1,080	785	266%
United Arab Emirates	320	615	890	275	45%
United States	1,190	1,010	1,100	90	9%

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While it was clear in other tables/figures that students from India who come to the UK to study Business and Management overwhelmingly choose to do so for postgraduate courses rather than undergraduate, looking at first year enrolments specifically shows that new undergraduate enrolments in Business and Management for 2021/22 are close to identical to the previous year's first year enrolments. This would indicate that we can expect the proportion of students from India enrolled in Business and Management in the UK at postgraduate level compared to those enrolled at undergraduate level to further increase.

For the Business and Management undergraduate market, the most significant growth in first year enrolments was recorded in the South Asian countries other than India, with Pakistan, Bangladesh, and Nepal recording the largest increases year-on-year. Comparing undergraduate and postgraduate first year enrolments in Business and Management for Hong Kong (SAR) reveals that the former fell slightly while the latter increased; if this patterns continues, the split between undergraduate and postgraduate enrolments in Business and Management from this region as shown in figure 1 above might look dramatically different in a few years.

Looking specifically at first year enrolments also reveals the extent of the fall in enrolments from Romania, with the number of first year enrolments in Business and Management from this country in 2021/22 falling to 10% of the figure recorded the previous year. Figures of overall enrolments might not reveal the extent of such

dramatic changes as those relating to enrolments in Business and Management from Romania as non-first year students buoy overall enrolment numbers. However, if first year enrolments from countries like Romania, including, for example, many other European countries, continue at this rate, we can expect EU enrolments to continue dropping at a similar rate for the next few years.

AFRICA REGION

Table 16: Enrolments in 'Business & Management' and all subjects by Country, Africa Region (2019/20-2021/22)

Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
Nigeria	12,805	20,925	43,610	22,685	108%	3,455	6,860	18,190	11,330	165%
Ghana	2,185	2,670	3,925	1,255	47%	645	775	1,180	405	52%
Kenya	2,390	2,585	2,740	155	6%	590	580	640	60	10%
South Africa	1,850	1,980	2,165	185	9%	440	455	480	25	5%
Zimbabwe	1,205	1,505	1,530	25	2%	255	330	315	-15	-5%
Tanzania	725	685	615	-70	-10%	240	225	200	-25	-11%
Cameroon	310	405	495	90	22%	80	150	190	40	27%
Uganda	685	775	815	40	5%	140	150	190	40	27%
Zambia	550	545	535	-10	-2%	130	130	120	-10	-8%
Botswana	500	490	455	-35	-7%	105	100	90	-10	-10%
Other	2,435	2,355	2,370	15	1%	615	605	630	25	4%
Total	25,640	34,920	59,255	24,335	70%	6,695	10,360	22,225	11,865	115%

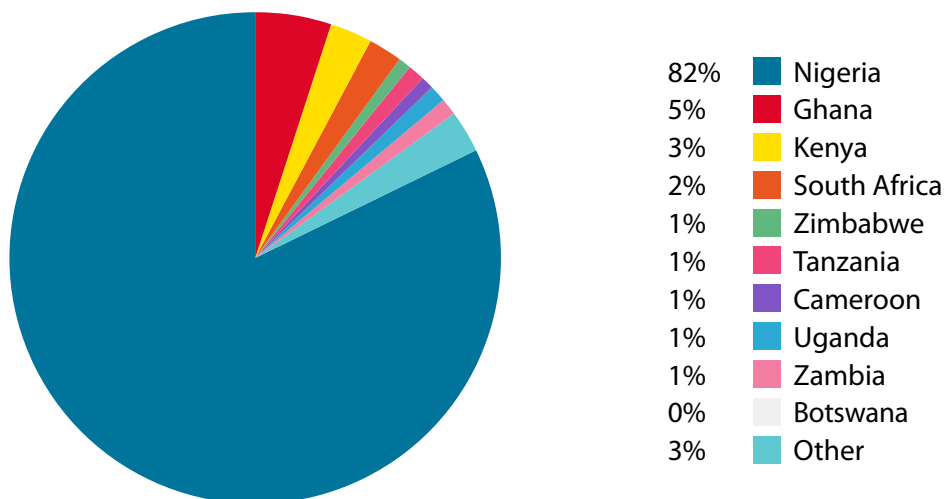
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- This section and those that follow it look at enrolment data by region, identifying changes and trends. Each table includes the ten countries which account for the highest numbers of Business and Management students, arranged in descending order, with the 'Other' row capturing all countries not included in the first ten³.
- The number of students from the Africa region has, for the second year in a row, seen significant growth year-on-year, both across all subjects (+70%) but particularly in Business and Management (+115%). Further, student enrolments in Business and Management account for almost half of the increase in enrolments across all subjects.
- While student enrolments from Ghana increased noticeably, the most substantial increase by far is amongst enrolments from Nigeria, which accounted for 93% of the 24,335 increase in enrolments across all subjects and 95% of the 11,865 increase in enrolments in Business and Management.
- Looking at the increases in student enrolments in Business and Management from Nigeria over the two-year period from 2019/20 to 2021/22, we see that enrolments have increased by 426%.

³Please note that because the top ten countries (and therefore the countries captured in 'Other') will change between years, the 'Other' figures for previous years might be different from those of previous editions of this report

- It is worth noting also that Business and Management enrolments account for an increasing proportion of enrolments amongst students from Nigeria; while they made up 33% of enrolments across all subjects for the academic year 2020/21, this figure increased to 42% for 2021/22, signalling the increasing popularity of Business and Management courses in this growing market.

Figure 2: Enrolments in 'Business & Management' by country, Africa Region (2021/22)



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AMERICAS REGION

Table 17: Enrolments in Business & Management and all subjects by Country, Americas Region (2019/20-2021/22)

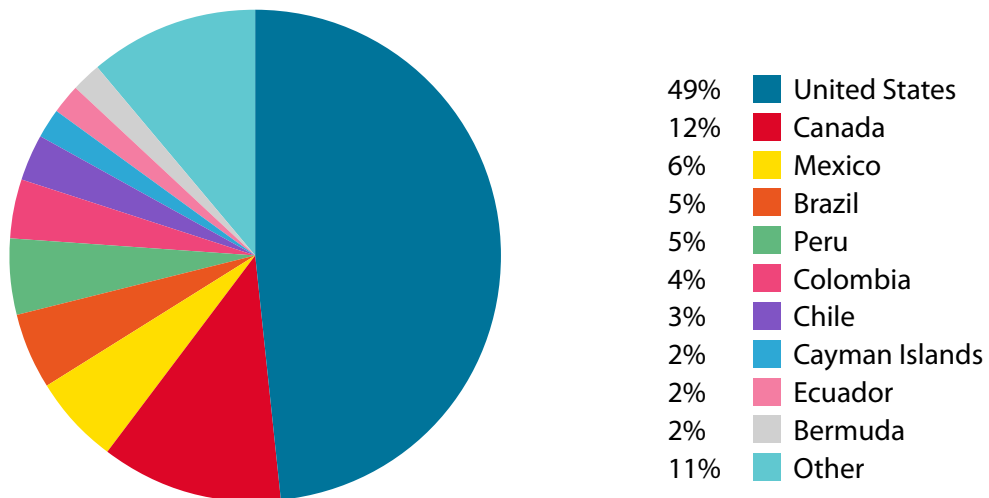
Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
United States	19,950	18,470	22,150	3,680	20%	2,470	2,235	2,385	150	7%
Canada	6,630	6,615	7,305	690	10%	595	620	605	-15	-2%
Mexico	1,830	1,505	1,580	75	5%	300	240	270	30	13%
Brazil	1,540	1,345	1,335	-10	-1%	295	265	250	-15	-6%
Peru	580	575	805	230	40%	185	170	250	80	47%
Colombia	880	705	835	130	18%	220	165	180	15	9%
Chile	890	745	840	95	13%	130	130	160	30	23%
Cayman Islands	365	395	390	-5	-1%	80	85	90	5	6%
Ecuador	410	340	340	0	0	65	70	90	20	29%
Bermuda	495	495	465	-30	-6%	110	100	80	-20	-20%
Other	3,130	2,815	2,880	65	2%	555	505	535	30	6%
Total	36,700	34,005	38,925	4,920	14%	5,005	4,585	4,895	310	7%

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Business and Management enrolments from the Americas region grew by a modest 7% year-on-year, amounting to an increase of 310 students. This is a lower percentage than that of the growth amongst all subjects (+14%).

Taken together with the fact that Business and Management enrolments comprise only 13% of the 38,925 enrolments across all subjects indicates that the subject is not as popular amongst students from this region who come to the UK to study compared to those of other regions.

Figure 3: Enrolments in 'Business & Management' by country, Americas Region (2021/22)



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ASIA REGION

Table 18: Enrolments in 'Business & Management' and all subjects by country, Asia Region (2019/20-2021/22)

Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
India	52,570	79,745	118,850	39,105	49%	23,470	36,460	56,640	20,180	55%
China	139,295	141,475	149,500	8,025	6%	53,475	49,125	48,250	-875	-2%
Pakistan	7,165	11,615	20,440	8,825	76%	2,505	4,515	9,205	4,690	104%
Bangladesh	2,940	5,990	11,870	5,880	98%	1,135	2,945	7,010	4,065	138%
Hong Kong (SAR)	15,985	16,260	17,215	955	6%	3,245	3,090	3,040	-50	-2%
Nepal	1,185	2,010	4,775	2,765	138%	510	880	2,635	1,755	199%
Malaysia	13,180	11,200	11,690	490	4%	2,445	1,890	1,955	65	3%
Thailand	6,595	4,375	5,270	895	20%	2,650	1,400	1,845	445	32%
Sri Lanka	1,255	1,760	4,040	2,280	130%	280	495	1,720	1,225	247%
Taiwan	4,085	3,150	3,550	400	13%	1,530	1,115	1,295	180	16%
Other	30,375	28,140	29,215	1,075	4%	7,115	6,275	6,210	-65	-1%
Total	274,630	305,720	376,415	70,695	23%	98,360	108,190	139,805	31,615	29%

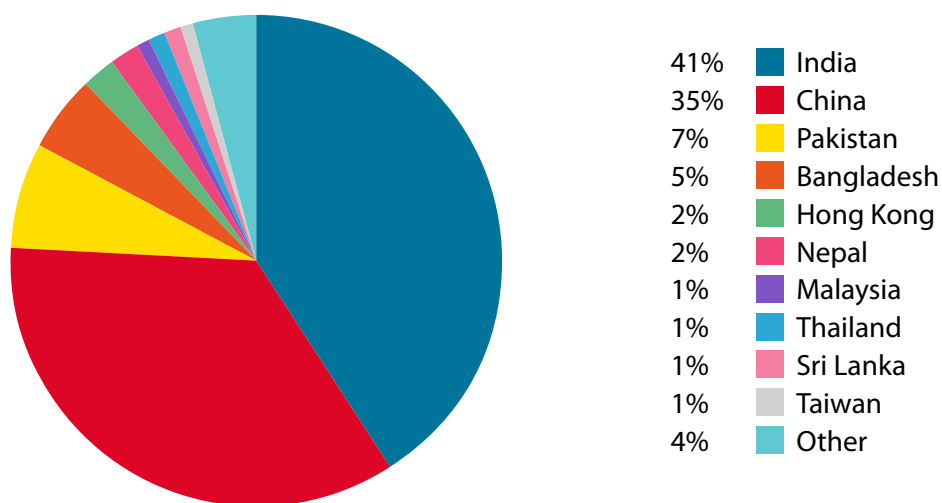
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- Enrolments in Business and Management from the Asia region increased by 29% year-on-year, higher than the all-subject average of 23%.
- Business and Management accounted for 45% of the 70,695 increase in enrolments across all subjects amongst students from this region.
- Business and Management students comprised 37% of all student enrolments from this region in 2021/22, up from 35% in 2020/21.
- Double-digit percentage growth was recorded in the majority of the ten countries accounting for the most enrolments in Business and Management in the Asia region, with the notable exception of China and Hong Kong (SAR). Both countries saw minor decreases in enrolments, although student population numbers remain high, especially from the former.
- A 55% increase in enrolments in Business and Management amongst students from India has led it to overtake China as the country accounting for the highest number of international Business and Management enrolments, at 56,640 students in total. It is also worth highlighting that more than half (52%) of the growth in enrolments from India was captured by Business and Management.
- Besides India, the other South Asian countries in the top ten table above all recorded considerable growth in Business and Management enrolments, each upwards of 100% increases. The growth in enrolments in Business and

Management from Pakistan (+104%), Bangladesh (+138%), Nepal (+199%), and Sri Lanka (+247%) amount to a total increase 11,735 students. Combining this figure with the increase in Business and Management enrolments from India, we arrive at 31,915, higher than the net increase of students from the entire region and effectively offsetting the decline in enrolments from China, Hong Kong, and the 'Other' category.

- It would appear that the substantial increase in enrolments from India can be attributed to favourable policies and visa arrangements for international students coming to the UK to study, including, most notably, the reintroduction of the post-study work visa⁴

Figure 4: Enrolments in 'Business & Management' by country, Asia Region (2021/22)



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⁴ <https://www.hindustantimes.com/brand-stories/5-factors-that-explain-the-boom-of-indian-students-opting-for-higher-education-in-the-uk-101676991605820.html>

AUSTRALASIA REGION

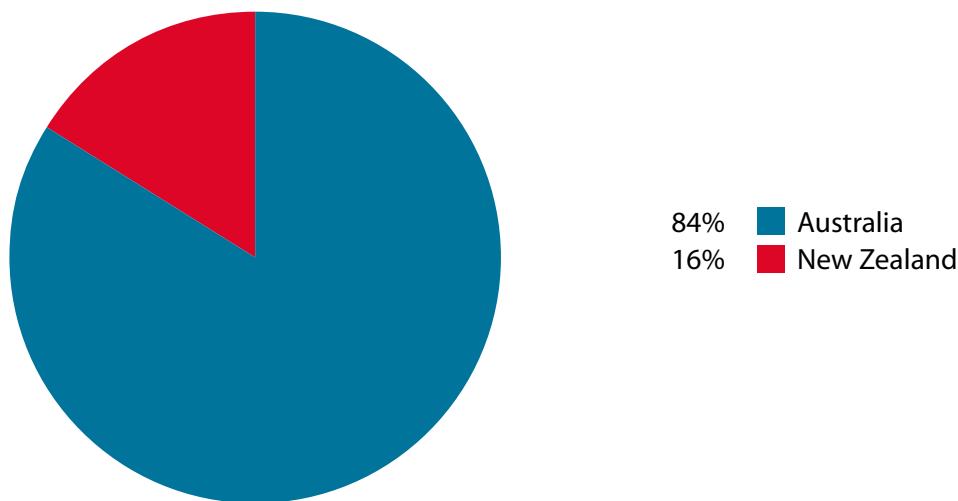
Table 19: Enrolments in 'Business & Management' and all subjects by country, Australasia Region (2019/20-2021/22)

Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
Australia	2,125	1,935	1,985	50	3%	270	215	210	-5	-2%
New Zealand	535	510	500	-10	-2%	55	50	40	-10	-20%
Total	2,660	2,445	2,485	40	2%	325	265	250	-15	-6%

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- Enrolments from the Australasia region increased by 2% across all subjects but decreased by 6% for the Business and Management subject area.

Figure 5: Enrolments in 'Business & Management' by country, Australasia Region (2021/22)



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EUROPE REGION

Table 20: Enrolments in 'Business & Management' and all subjects by country, Europe Region (2019/20-2021/22)

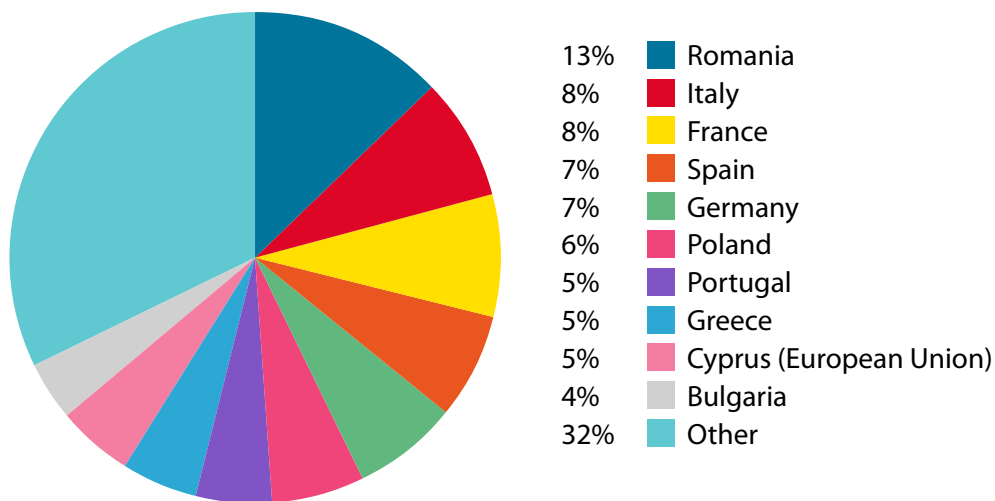
Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
Romania	10,705	12,730	8,795	-3,935	-31%	3,400	5,025	3,375	-1,650	-33%
Italy	13,640	13,615	10,445	-3,170	-23%	2,620	2,655	2,060	-595	-22%
France	13,445	13,455	11,105	-2,350	-17%	2,730	2,660	1,945	-715	-27%
Spain	10,865	11,910	9,970	-1,940	-16%	2,020	2,285	1,855	-430	-19%
Germany	12,415	11,815	9,510	-2,305	-20%	2,540	2,305	1,745	-560	-24%
Poland	9,135	10,550	7,755	-2,795	-26%	1,835	2,170	1,535	-635	-29%
Portugal	6,995	8,275	6,005	-2,270	-27%	1,485	1,915	1,360	-555	-29%
Greece	9,650	9,425	7,000	-2,425	-26%	1,660	1,645	1,255	-390	-24%
Cyprus (EU)	8,365	8,010	6,065	-1,945	-24%	1,760	1,670	1,225	-445	-27%
Bulgaria	5,835	5,665	3,925	-1,740	-31%	1,495	1,485	1,020	-465	-31%
Other	55,820	56,170	48,450	-7,720	-14%	9,945	9,740	8,020	-1,720	-18%
Total	156,870	161,620	129,025	-32,595	-20%	31,490	33,555	25,395	-8,160	-24%

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- The Europe region recorded significant year-on-year decreases in enrolments both across all subjects (-20%) and for Business and Management (-24%).
- Double-digit drops in percentage terms were recorded for every country across the board, with Romania, the country accounting for the highest number of Business and Management enrolments, recording a decrease of 33%.
- The sharp drop in enrolments from Europe is likely due to Brexit; as of August 2021, EU students were no longer eligible for home fee status, meaning that tuition fees for students from the EU will have risen significantly⁵. In addition, a number of other barriers were introduced for students from Europe, including a new Immigration Health Surcharge, visa requirements, and ineligibility for student loans.

⁵ What has changed for international students since Brexit?, January 2022, THE: <https://www.timeshighereducation.com/student/advice/what-has-changed-international-students-brexit>

Figure 6: Enrolments in 'Business & Management' by country, Europe Region (2021/22)



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MENA REGION

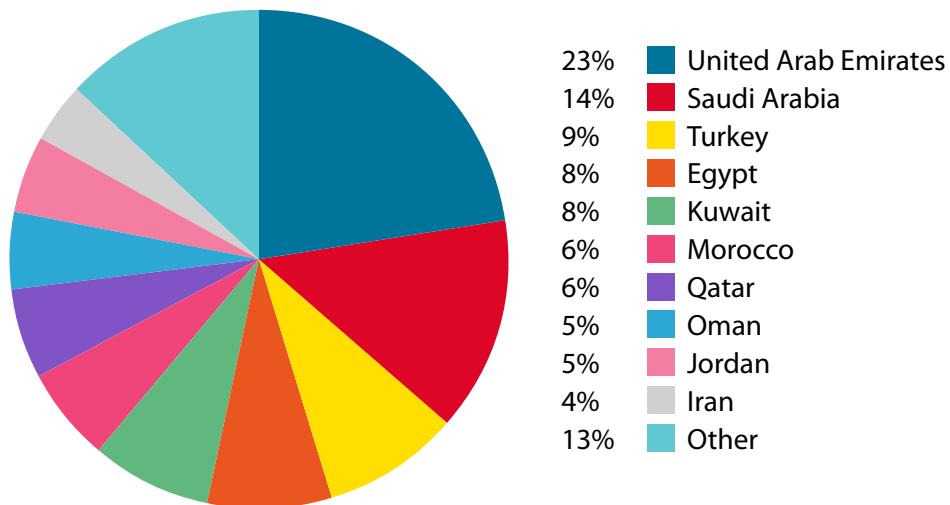
Table 21: Enrolments in 'Business & Management' and all subjects by country, MENA Region (2019/20-2021/22)

Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
United Arab Emirates	5,830	6,870	7,855	985	14%	1,540	1,955	2,455	500	26%
Saudi Arabia	8,440	8,740	8,650	-90	-1%	1,280	1,405	1,450	45	3%
Turkey	3,905	3,910	4,700	790	20%	790	785	975	190	24%
Egypt	2,775	3,065	3,245	180	6%	685	760	830	70	9%
Kuwait	5,435	6,185	6,590	405	7%	675	770	810	40	5%
Morocco	895	1,140	1,345	205	18%	410	575	695	120	21%
Qatar	2,895	3,035	2,845	-190	-6%	870	845	645	-200	-24%
Oman	2,515	2,435	2,355	-80	-3%	505	555	515	-40	-7%
Jordan	1,800	1,765	1,805	40	2%	535	470	485	15	3%
Iran	1,510	1,750	2,290	540	31%	235	290	455	165	57%
Other	6,040	6,025	6,230	205	3%	1,335	1,365	1,405	40	3%
Total	42,040	44,920	47,910	2,990	7%	8,860	9,775	10,720	945	10%

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- Student enrolments from the MENA region continue to grow at a steady rate both across all subjects (7%) and for Business and Management (10%).
- Most of the countries in this region recorded modest growth in enrolments in Business and Management with the exception of Qatar (-24%) and Oman (-7%). The country accounting for the largest number of enrolments in Business and Management continues to be the United Arab Emirates, with 2,455 enrolments in 2021/22.
- Business and Management enrolments comprise 22% of the 47,910 enrolments from this region, indicating that the subject area is not quite as popular among students from this region who come to the UK to study as it is among students from the Asia and Africa regions, for example.

Figure 7: Enrolments in 'Business & Management' by country, MENA Region (2021/22)



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UK NATIONS

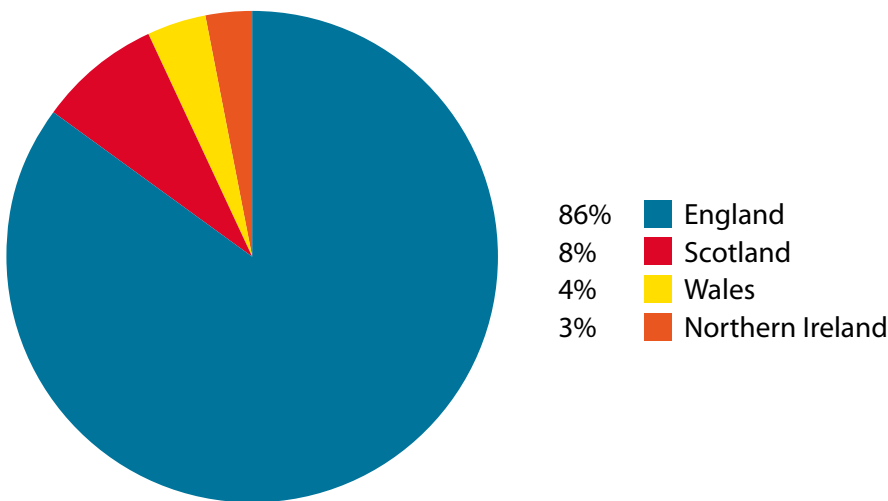
Table 22: Enrolments in Business & Management and all subjects by country, UK nations (2019/20-2021/22)

Country	All subjects					Business and Management				
	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year	2019/20	2020/21	2021/22	Absolute change year-on-year	% change year-on-year
England	1,570,735	1,703,455	1,730,990	27,535	2%	199,225	232,960	249,485	16,525	7%
Scotland	176,700	190,695	193,580	2,885	2%	20,140	22,000	21,845	-155	-1%
Wales	102,650	109,190	109,145	-45	0%	10,385	11,165	10,465	-700	-6%
Northern Ireland	62,450	65,325	65,865	540	1%	7,395	7,985	7,365	-620	-8%
Total	1,912,535	2,068,665	2,099,580	30,915	2%	237,145	274,110	289,160	15,050	5%

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- As addressed in tables 1 and 2 of this report, student enrolments from the UK domicile for Business and Management and across all subjects increased by 5% and 2% respectively. However, table 22 shows that the increases in student enrolments were largely driven by students from England. Slight increases were seen across all subjects for Scotland and Northern Ireland.
- It is worth noting that Business and Management accounted for 60% of the total increase in student enrolments from England across all subjects.

Figure 8: Enrolments in ‘Business & Management’ by country, UK nations (2021/22)



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LOOKING AHEAD

Looking ahead to enrolments for 2023/24: UCAS End of Cycle Data for 2022⁶

Table 23: UCAS acceptances, Business and Management and all subjects, 2020-2022⁷

Domicile	Business and Management					All subjects				
	2020	2021	2022	Absolute change year-on-year	% change year-on-year	2020	2021	2022	Absolute change year-on-year	% change year-on-year
EU	5,780	4,415	1,920	-2,495	-57%	32,035	15,770	11,365	-4,405	-28%
Non-EU International	12,535	12,855	17,300	4,445	35%	53,035	54,285	62,455	8,170	15%
UK	61,115	66,380	71,240	4,860	7%	485,400	492,005	489,360	- 2,645	-1%
Total	79,435	83,645	90,460	6,815	8%	570,475	562,060	563,175	1,115	0%

- Table 23 uses data from UCAS and relates to acceptances of offers to prospective undergraduate students during UCAS' 2022 application cycle. The data refers to undergraduate programmes only and gives an indication of how enrolments might change for the 2023/24 academic year.
- UCAS data would indicate that we can expect undergraduate enrolments in Business and Management from the EU domicile to continue to fall, with a 57% year-on-year decrease in acceptances recorded between 2021 and 2022.
- At the same time, we can anticipate that undergraduate enrolments in Business and Management from the Non-EU domicile will continue to increase at a modest rate.
- In general, the data from UCAS suggests a continuation of current trends seen elsewhere in the report; Business and Management enrolments decrease more significantly in the EU domicile compared to the all-subject average while increasing more significantly in the Non-EU and UK domiciles compared to the all-subject average.

⁶ UCAS Undergraduate End of Cycle Data Resources 2022: <https://www.ucas.com/data-and-analysis/undergraduate-statistics-and-reports/ucas-undergraduate-end-cycle-data-resources-2022>

⁷ UCAS acceptance data will not match HESA records of first year undergraduate enrolments for a number of reasons. These include, for example, that UCAS only reports on full-time acceptances, discrepancies caused by deferred entry, and students applying outside of the UCAS system. The data is used here only to give a rough indication of enrolment numbers in the coming years.



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