

# CHANGE to EXPLORE the FUTURE and GROW GLOBAL @ Middlesex University



A MAIL TODAY PROMOTIONAL FEATURE

## Middlesex University has a long history of recruiting Indian students, particularly at Postgraduate Level.

The Regional Office South Asia was set up in 1999 to create a 'one stop shop' for prospective students wanting to study at Middlesex University, London. There are now seven Offices in the South Asia Region. Counselling Offices were first established in Chennai (previously known as Madras) and Mumbai, followed by Ahmedabad and Hyderabad. Kolkata, Colombo and recently Kochi are Representative Offices. All the Offices provide information and advice on studying at Middlesex University. They process applications and make admission offers. Between them, the Regional Office, Counselling and Representative Offices offer coverage from India to Bangladesh, Nepal to Sri Lanka and Bhutan to the Maldives.

Joe Victor, Regional Director South Asia, believes Middlesex University's reputation in South Asia is "excellent". He thinks this is largely due to the range of services the Offices provide. He says: "We are famous! It is because of our network of Offices, as well as the established network of reputed Agents. Our staff responds very efficiently to applications. Once we have received an application, it takes just three hours to process, so the longest a student might wait to get a reply from us is three days, and that's if they apply by post and we have to post our response".

The Regional Office in New Delhi runs a very active marketing programme, which has helped to build Middlesex University's profile as a major recruiter of students from South Asia. Joe explained: 'We attend almost every significant Education Fair, which are run by the British Council and also those organised by the Local Agents. This means lots of travelling. We fan out to other cities to cover every significant Higher Education Fair too. We also run Training Programmes for Agents.'

"Agents (also referred to as Local



**Mr. Joe Victor**  
Regional Director South Asia  
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Associates) source potential students for us from across the country and the Region. We train the Counsellors from our Associates and visit their Offices to recruit students. Our turnaround time in dealing with applications has encouraged our Associates to work with us." Joe feels the best bit of his role is in interacting with his team of over 30 Colleagues and working with the Associates. He said: "I have had over 30 years of involvement with British Higher Education, including over 20 years with the British Council. I have also worked as an independent Consultant helping British Universities to set up Academic Partnerships and through this role, a meeting with Dr Terry Butland, Deputy Vice-Chancellor, led to being offered the role of the Regional Director in September 2007."

"When I took over, the number of Indian students studying at the London campuses of Middlesex University was just over 300. I have already seen the number of students joining Middlesex University from the Region grow to more than 1,100 this year

(2008-09)." In September 2009, the recently commenced Academic Year (September 2009) has had over 750 students enrolled at Middlesex University, London.

Joe also hopes to build links with employers in India, with a view to broadening recruitment options for students returning to India, once they have finished their studies.

To Celebrate the Regional Office's Tenth Anniversary Year in India, TEN Scholarships were offered to Indian students to study for specific courses at the University's Campus in London during the Academic year 2009-10. Each Scholarship is worth £3000. The Scholarship was offered for the following programmes:

MSc Biomedical Science (Medical Microbiology), MA Sustainable Design, MSc Strength and Conditioning, MA Design for Interactive Media, MA Education: Leadership, Management and Change, MSc Financial Management and Corporate Accountability, MSc Design Engineering and Manufacturing Management, MSc Electronic Security and Digital Forensics and LLM Minorities, Rights and the Law.

As part of the Tenth Anniversary, the Regional Office organised an Academic Visit Programme in the month of May 2009. Ten Academics visited ten cities in India and ended up issuing 500 Offers. These Academics were from the following disciplines:

Creative and Media Writing, Clinical Biochemistry, Human Resource Management, Product Design, Design Engineering and Manufacturing, Computer Communications, Economics and International Business, MBA and Strategic Management, Marketing and Computing and Multimedia Technology.

During the Tenth Anniversary Year, the Regional Office is hosting a 'Familiarisation Visit' for a group of Ten Associates to

Middlesex University, London, in November 2009. "We are very agent-friendly!" Joe claims. The Regional Office also hopes to nominate Ten Middlesex Alumni to be 'Ambassadors' across the Region.

Earlier in July 2009, at the Annual Graduation Ceremony in London, the University honored the Music Maestro and Oscar Winner A R Rahman with a Doctorate in Music, the highest honor the University can bestow. The Indian composer, record producer, musician and singer is probably best known as the winner of two Academy Awards for the music he wrote for the smash hit film Slumdog Millionaire.

Mr Rahman visited Middlesex University in Hendon, London to receive the award and signed a Memorandum of Understanding between his KM Music Conservatory in Chennai, India and the University, along with Middlesex's Vice-Chancellor, Professor Michael Driscoll.

The Memorandum of Understanding focuses on educational collaboration between the University and the Conservatory. The two institutions have agreed to explore the possibilities for collaboration in music and education and to support one of A R Rahman's 'pet projects', that of the blending of Asian and Western musical styles.

In 2005, the University had established their first overseas Campus in Dubai. Recently the University launched their Mauritius Campus which is a custom-designed Campus situated within a major educational development in Bonne Terre, a suburb of Vacoas in Mauritius. Discussions are on with the Academic Partners to establish a Campus in India.

It looks as though Joe's team and their Associates will be kept very busy over the next few years in their work, across South Asia, to welcome students at their various Campuses.