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About Us

The Knowledge Partnership is a specialist marketing and communications consultancy, providing strategic and focused support and intelligence for educational, academic and knowledge-based organisations, including universities, colleges and schools, research organisations, charities and the professions. Operating on an international basis, our current client list includes organisations in Australia, New Zealand, Canada, Europe and the UK.

The Leeds office specialis

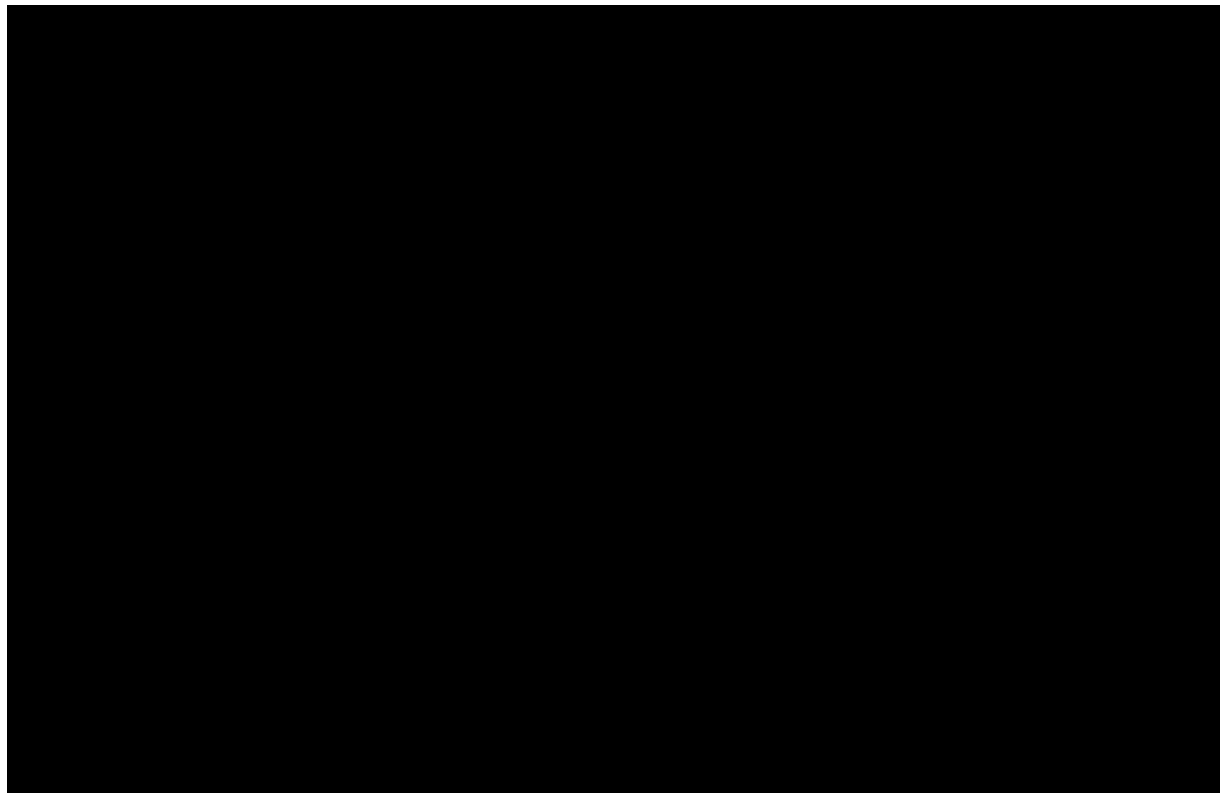
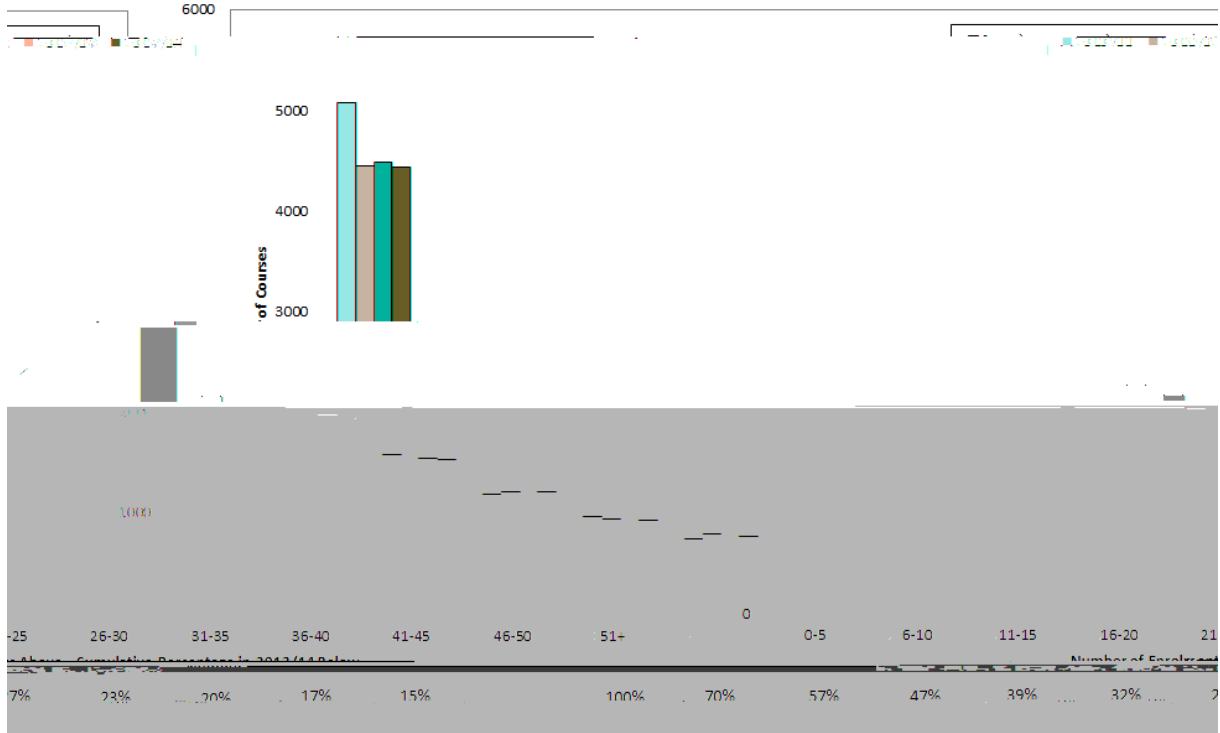
Full-time First Degree

Around 30% of courses admit 5 or fewer students.

The total number of courses admitting students has seen an overall decline in recent years.

Circa 12.5% (1,850-1,950) of courses accounted for half of the enrolments in each cycle.

All First Degree Courses Enrolling Full-Time Students 2010/11-2013/14



Subject groups which consistently performed well in the percentage of first degree courses attracting 15+ or 50+ full-time students:

- Medicine and Dentistry
- Law
- Subjects Allied to Medicine
- Creative Arts and Design
- Business and Administrative Studies
- Social Studies
- Biological Sciences

Subject groups which consistently performed poorly in the percentage of first degree courses attracting 15+ or 50+ full-time students:

- Languages (*often universities enable the study of two or more languages with a variety of combinations on offer, thus leading to individual cohorts limited in size*)
- Historical and Philosophical Studies
- Veterinary Science, Agriculture and Related Subjects
- Physical Sciences
- Mathematical Sciences
- Engineering and Technology (*this may be due to separate reporting of BEng and MEng variants, or for separate reporting of enrolments onto study abroad and sandwich year options*)

Subject groups which experienced an increase in the proportion of first degree courses attaining 15+ full-time students over the period 2010/11-2013/14:

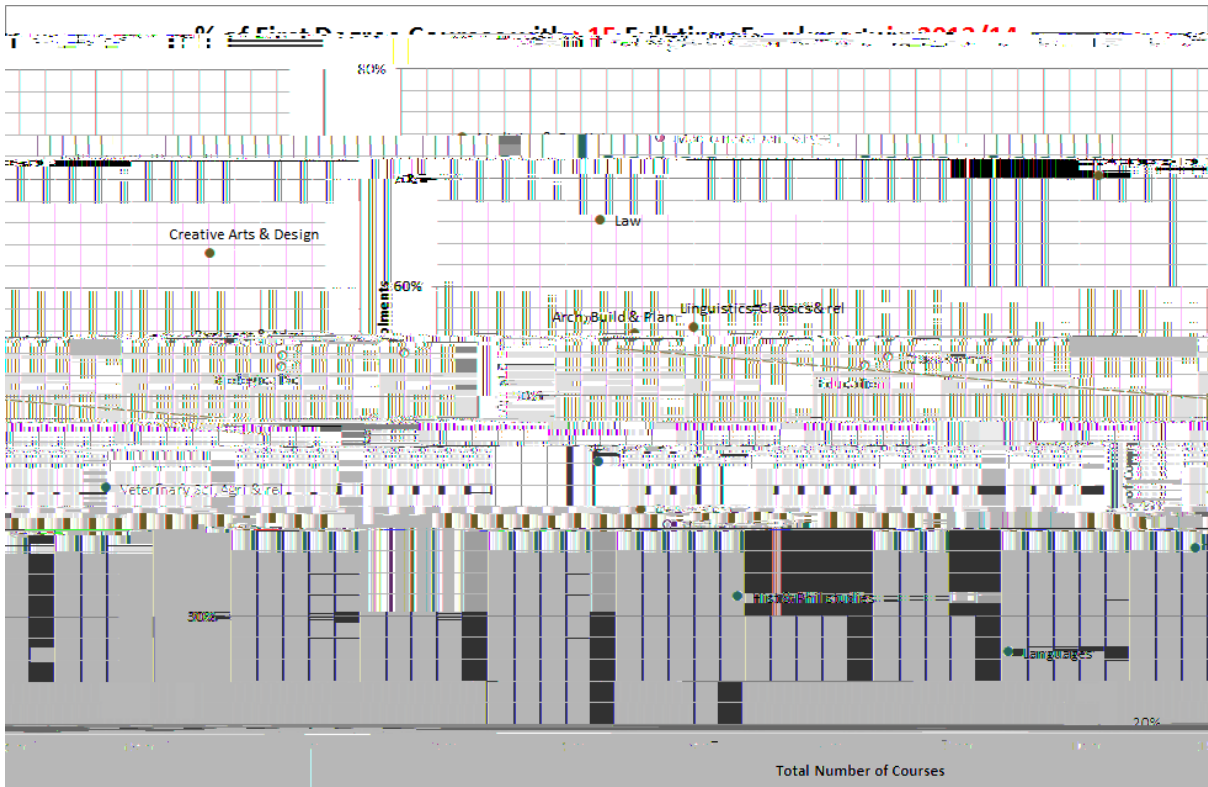
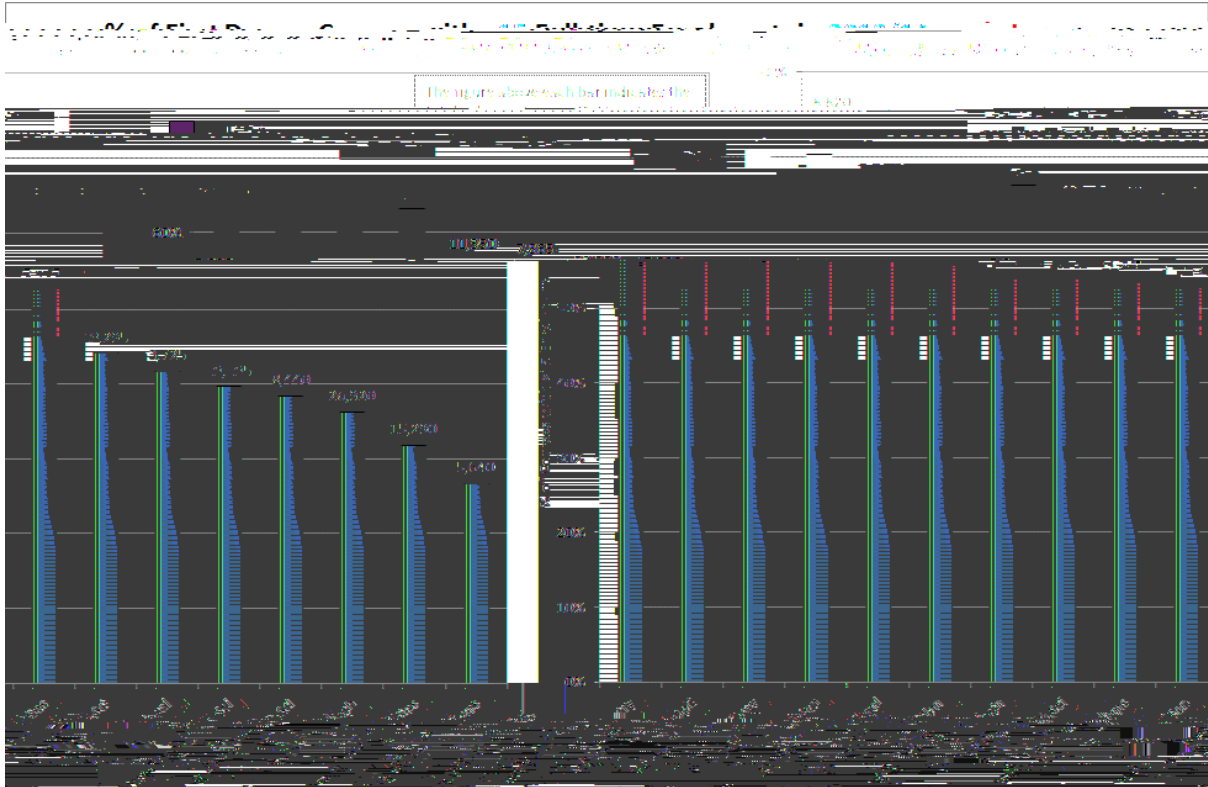
- Subjects Allied to Medicine (also increase in proportion achieving 50+)
- Law
- Business and Administrative Studies
- Biological Sciences
- Physical Sciences
- Mathematical Sciences

Additionally, the Education subject group saw a steady increase in the proportion of first degree courses admitting 50+ full-time students (from 18% in 2010/11 to 23% in 2013/14).

No subject groups experienced a continual decline in the proportion of courses attaining 15+ or 50+ full-time students over the period 2010/11-2013/14.

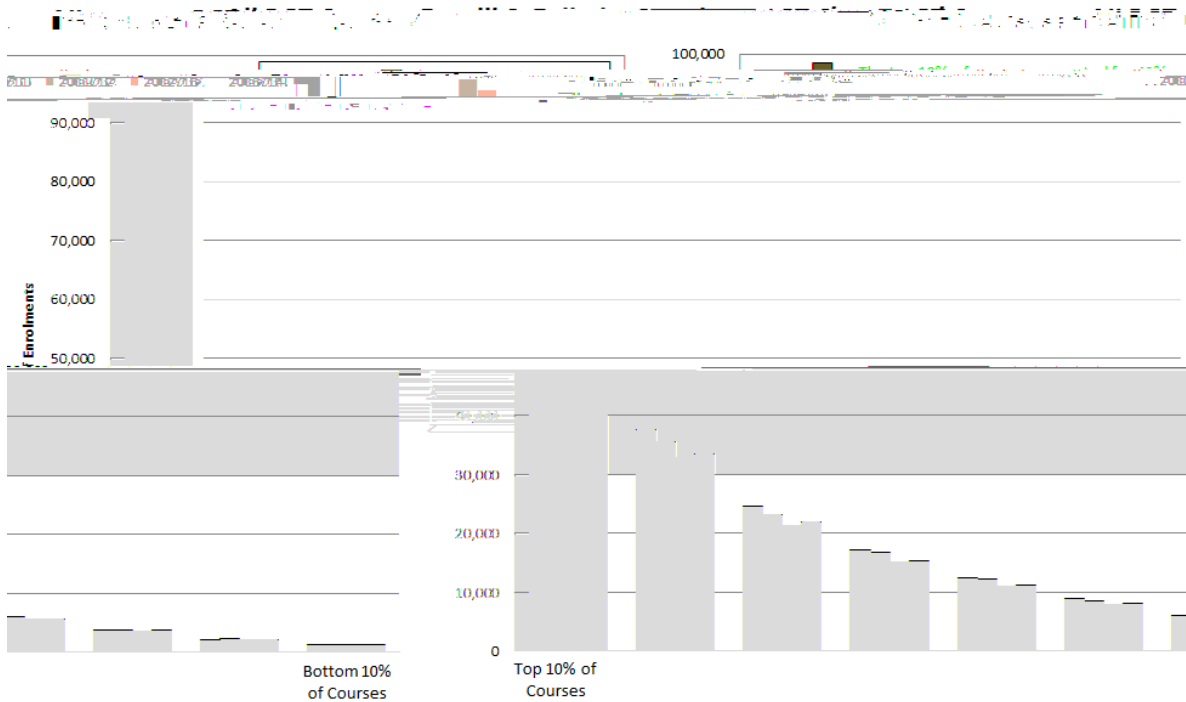
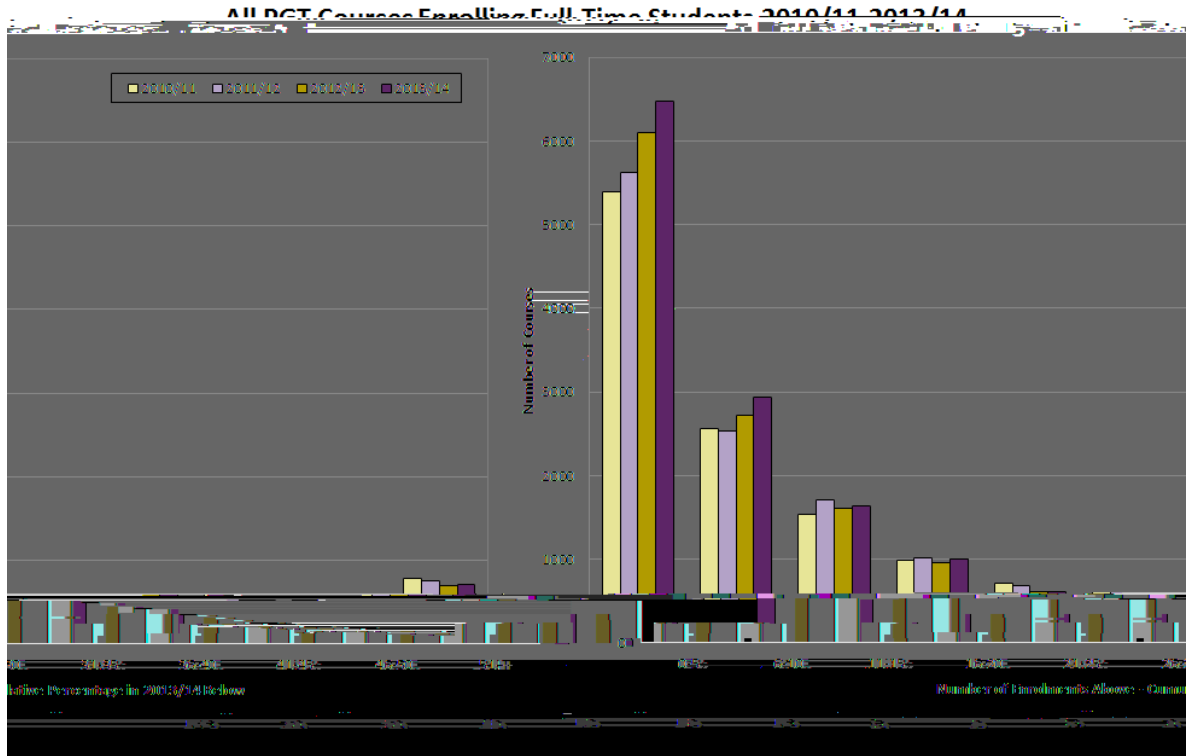
It is important to note that subject groups where integrated m

Course Enrolment Performance



Full-time Postgraduate Taught

45% of courses admitted 0-5 students in 2013/14, a steady increase from 40% in 2010/11. The number of courses admitting students has seen a continual increase in recent years. 10.5% (1,531) courses accounted for half of the enrolments in 2013/14 a year on year decline from 11.8% in 2010/11.



Subject groups which consistently performed well in the proportion of PGT courses attracting 10+ or 50+ full-time students:

- Business and Administrative Studies
- Mass Communications and Documentation
- Architecture, Building and Planning
- Mathematical Sciences
- Law

Subject groups which consistently performed poorly in the proportion of PGT courses attracting 10+ or 50+ full-time students:

- Languages
- Historical and Philosophical Studies
- Linguistics, Classics and Related Subjects
- Creative Arts and Design
- Social Studies

No subject groups experienced a continual increase in the proportion of PGT courses attaining 10+ or 50+ full-time students over the period 2010/11-2013/14, although the Languages subject group did see an overall increase over the four-year period.

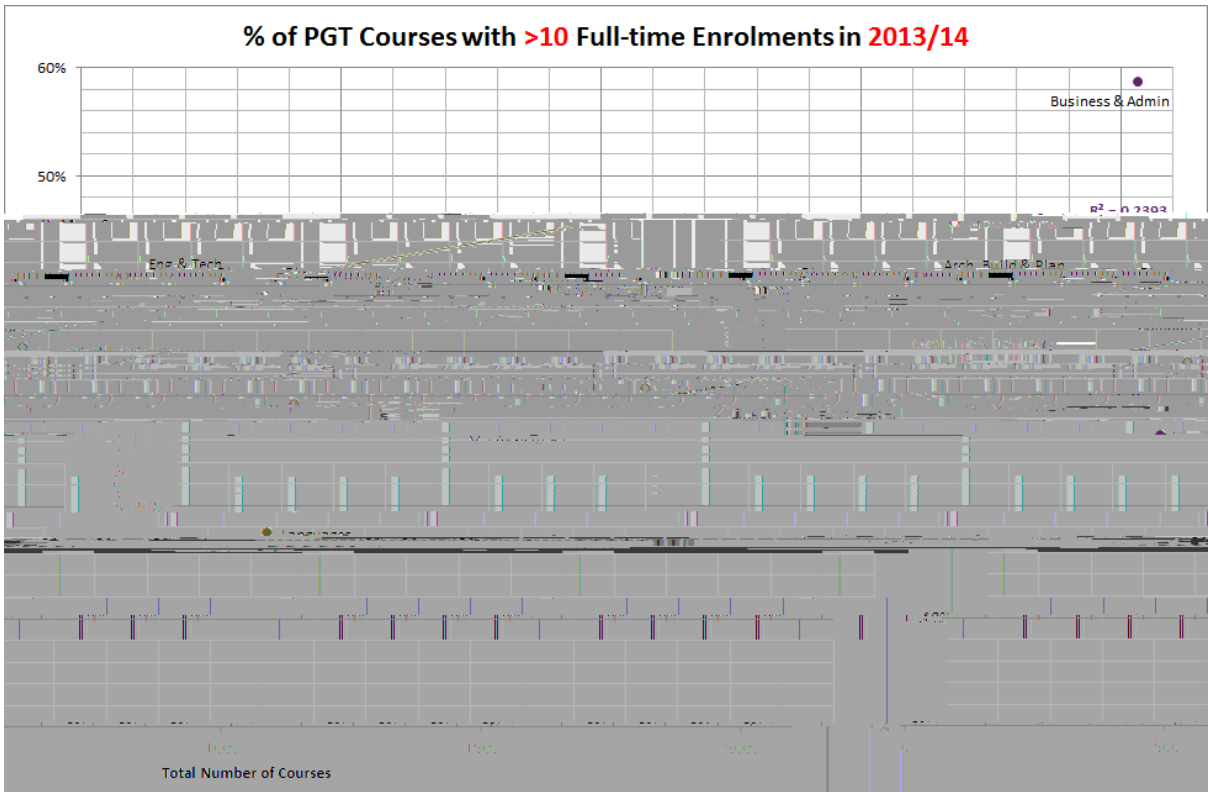
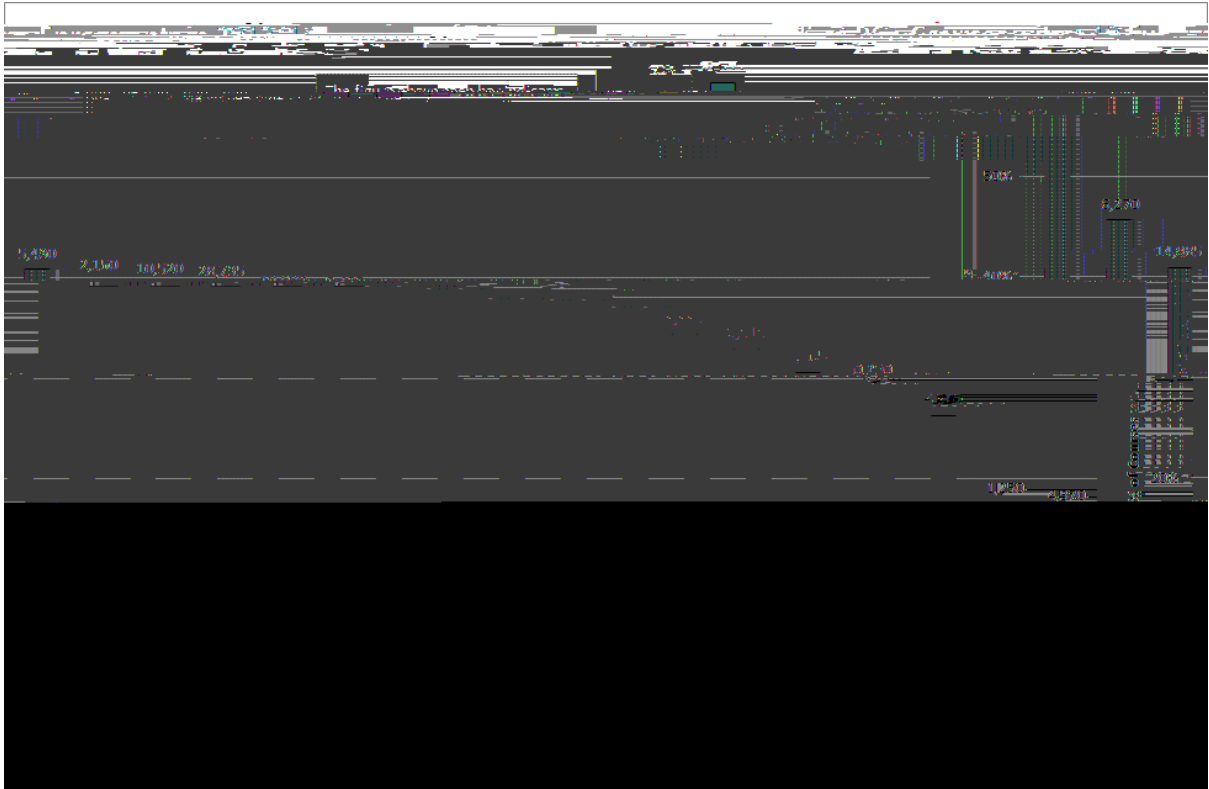
Subject groups which experienced a continual decline in the proportion of PGT courses attaining 10+ full-time students over the period 2010/11-2013/14:

- Engineering and Technology
- Architecture, Building and Planning
- Mathematical Sciences
- Law
- Education
- Subjects Allied to Medicine
- Medicine and Dentistry
- Physical Sciences

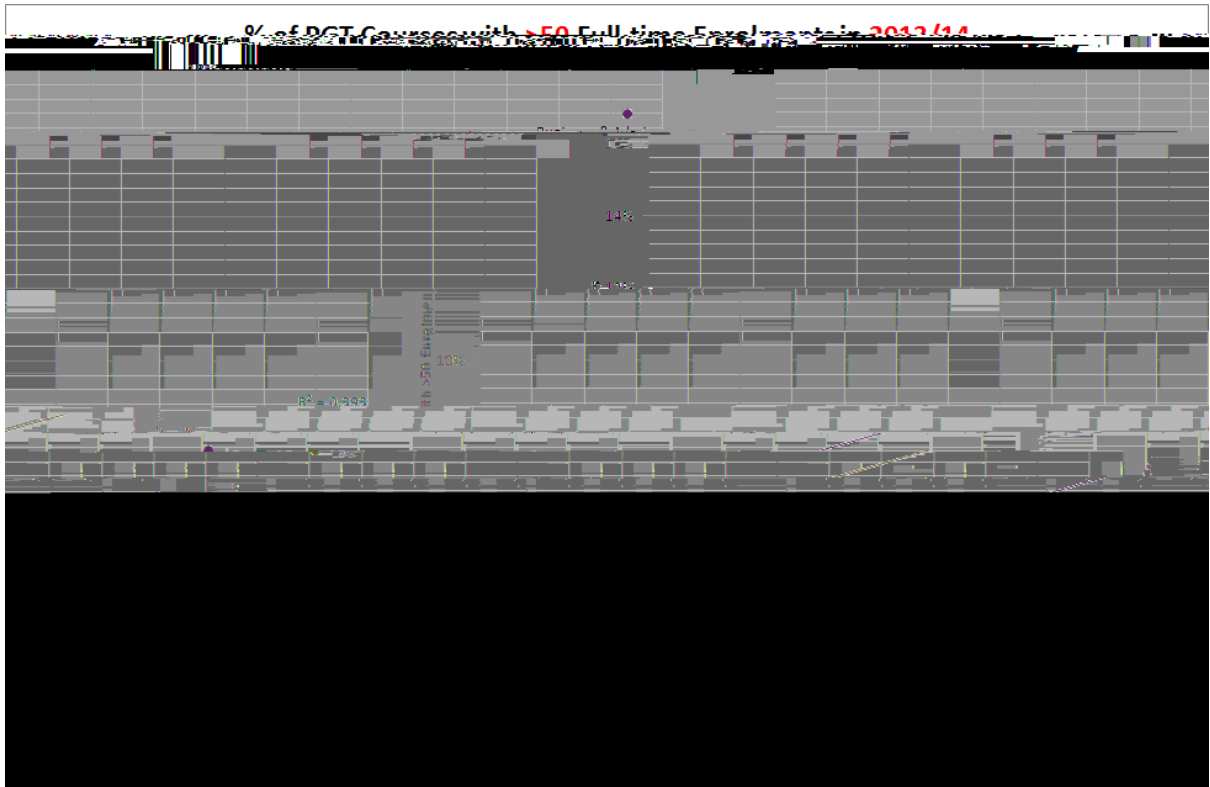
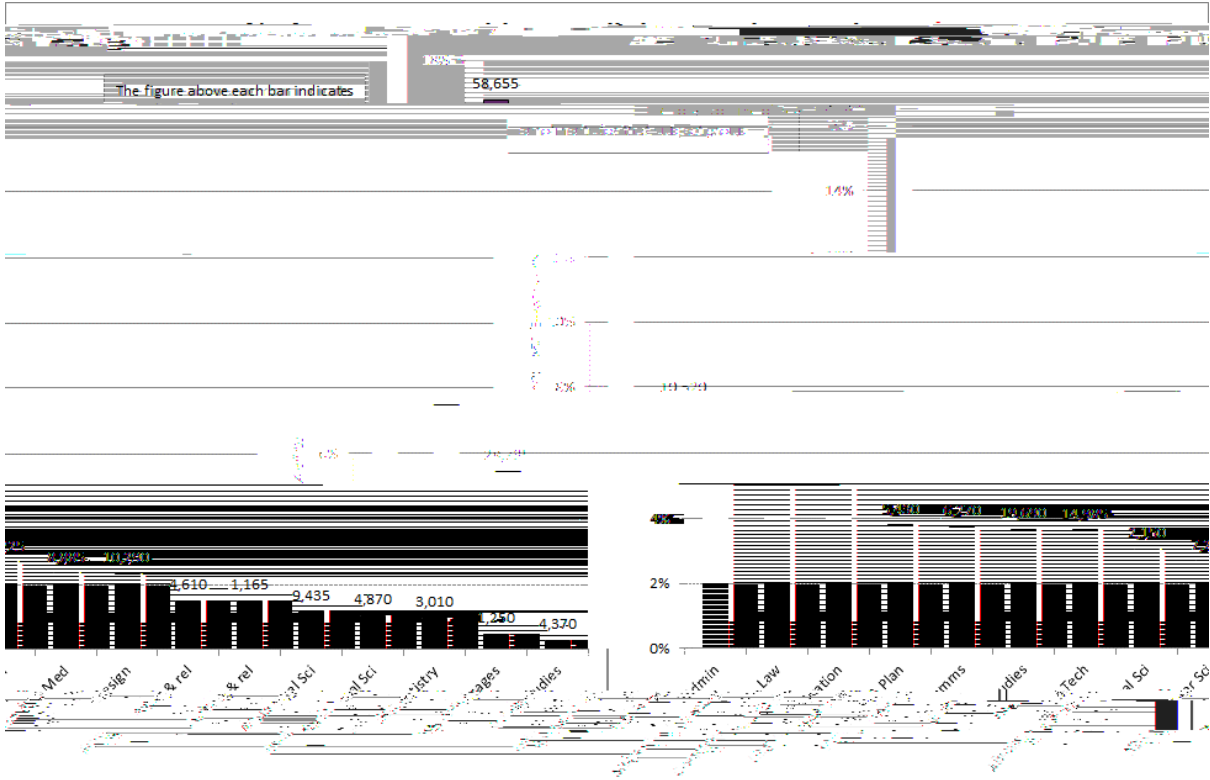
Additionally, the Business and Administrative Studies group saw a year-on-year decline in the proportion of courses admitting 50+ full-time students.

Note that for full-time PGT study in particular, some subject groups are influenced more than others by changes in the overseas international (OSI) market of students domiciled outside of NZ.

Course Enrolment Performance



Course Enrolment Performance

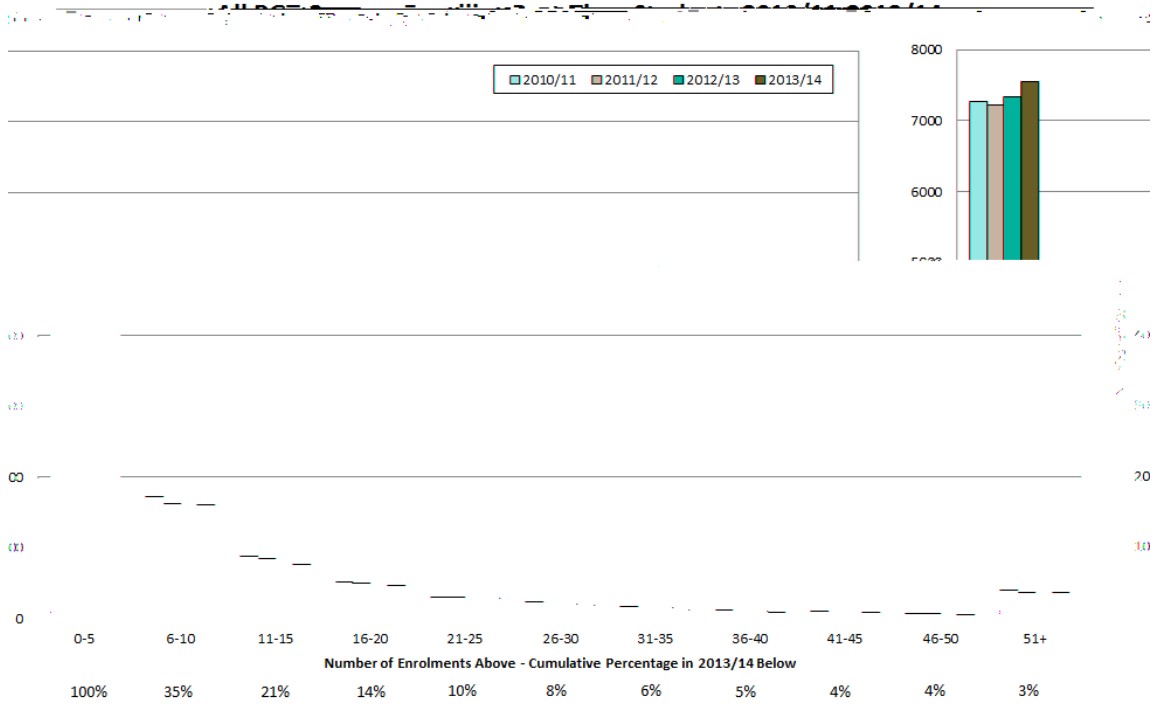


Part-time Postgraduate Taught

65% of courses admitted 0-5 part-time students in 2013/14.

The number of courses admitting students declined from 2010/11-2012/13 but rose in 2013/14.

6.9% (794) courses accounted for half of the enrolments in 2013/14 - a number of part-time enrolments are likely to be onto courses predominantly designed for the full-time market.



Subject groups which consistently performed well in the proportion of PGT courses attracting 10+ part-time students:

- Education (also for proportion admitting 50+ students)
- Business and Administrative Studies
- Medicine and Dentistry (also for proportion admitting 50+ students)
- Law (also for proportion admitting 50+ students)
- Architecture, Building and Planning
- Veterinary Science, Agriculture and Related Subjects
- Mathematical Sciences

Subject groups which consistently performed poorly in the proportion of PGT courses attracting 10+ or 50+ part-time students:

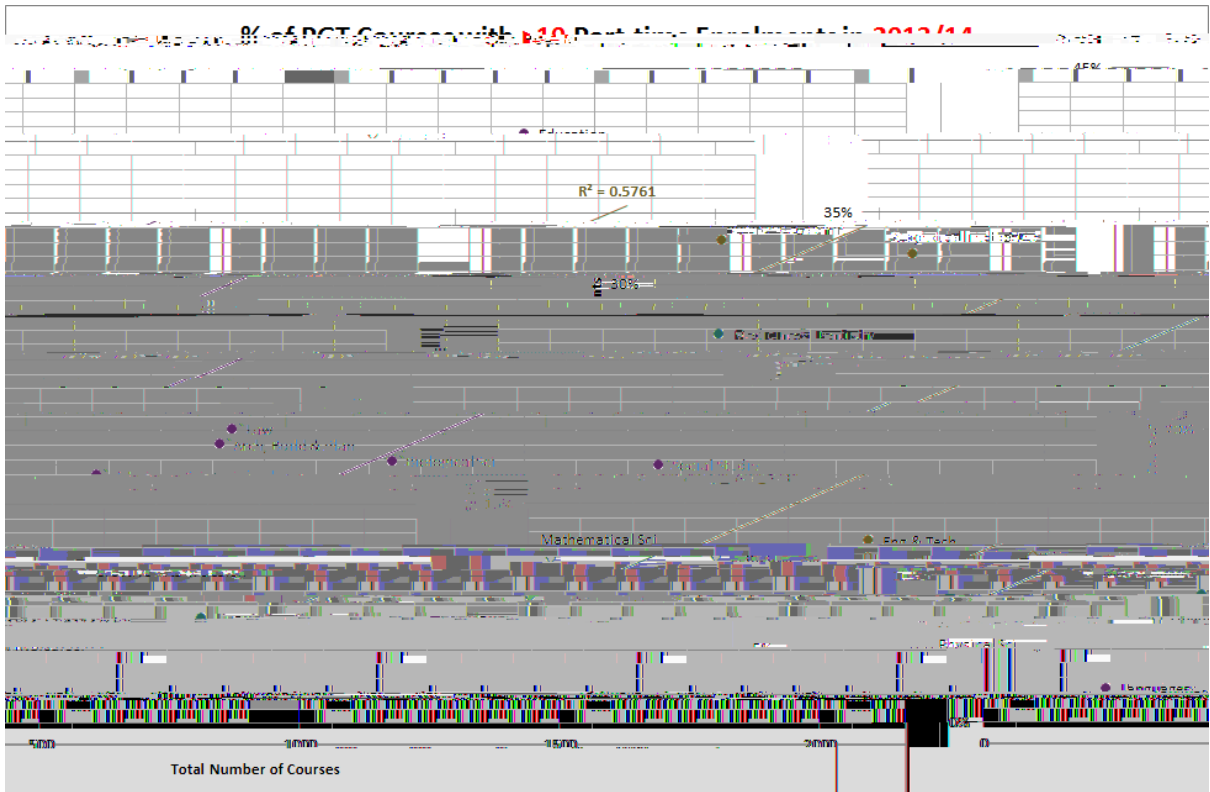
- Historical and Philosophical Studies
- Linguistics, Classics and Related Subjects
- Physical Sciences
- Creative Arts and Design
- Engineering and Technology
- Social Studies
- Subjects Allied to Medicine
- Computer Sciences

Veterinary Science, Agriculture and Related Subjects was the only subject group which experienced an increase in the proportion of PGT courses attaining 10+ part-time students when comparing 2010/11 with 2013/14.

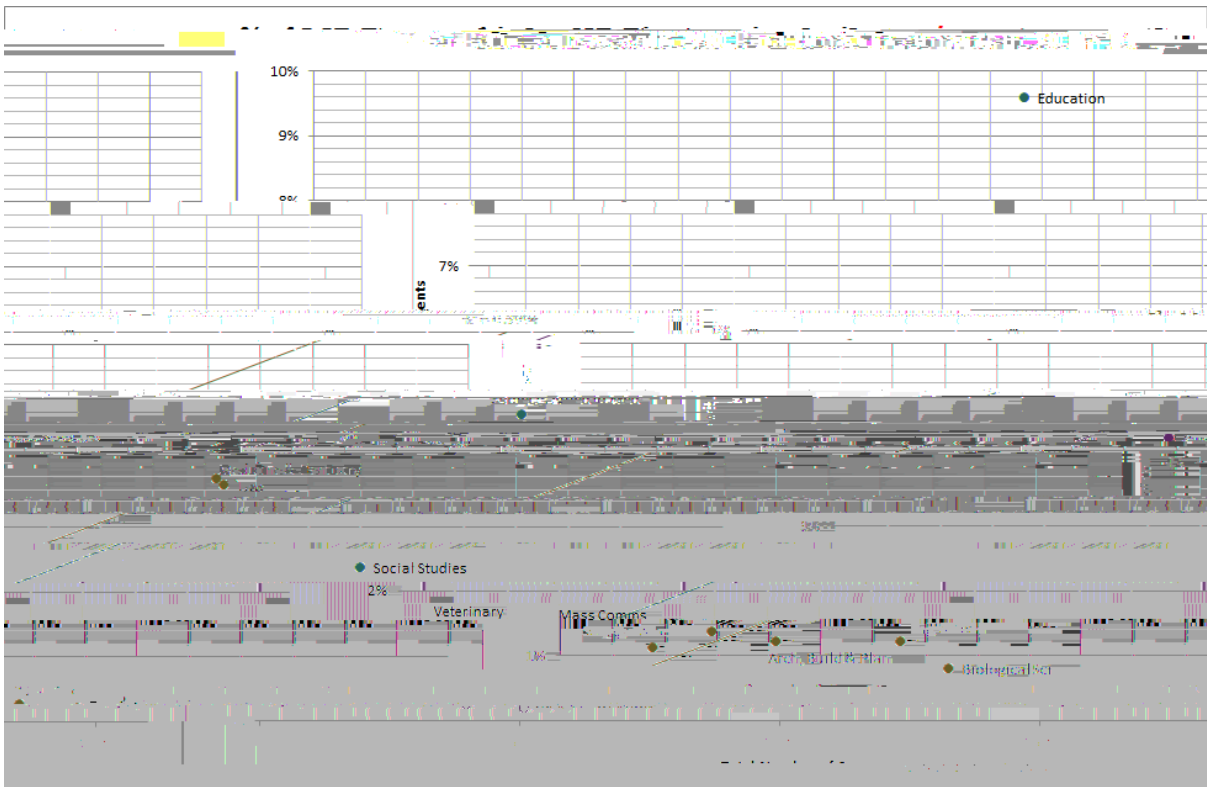
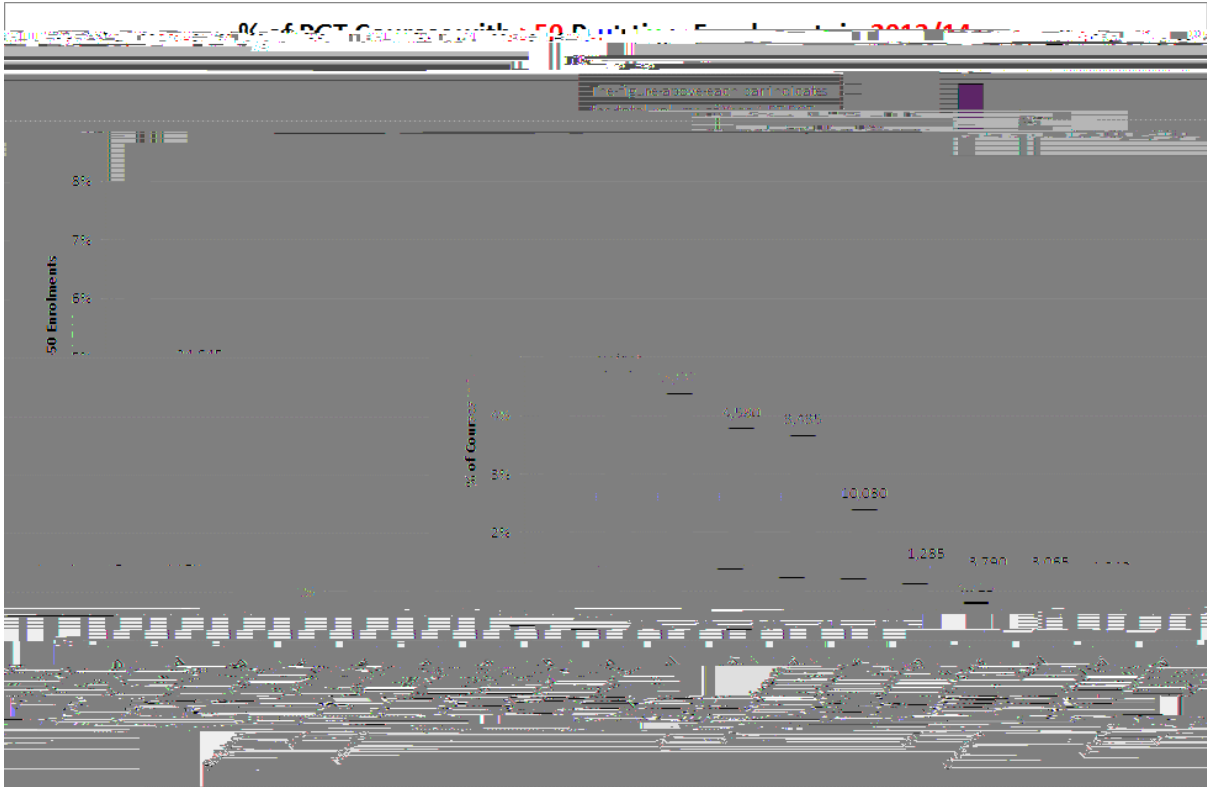
Subject groups which experienced the largest decline in the proportion of PGT courses attaining 10+ part-time students when comparing 2010/11 with 2013/14:

- Business and Administrative Studies
- Law
- Mass Communications and Documentation
- Languages

Course Enrolment Performance



Course Enrolment Performance



Note that missing subject groups from the scatter chart had no courses with >50 part-time PGT enrolments in the academic year plotted on the chart.

Course Enrolment Performance

Appendix 2 Data Technical Notes

Analysis uses headcount enrolment data from the HESA Student Record 2010/11 2013/14, comprising enrolments for the four academic cycles from August 2010 up to and including July 2014. Whilst some courses have a January intake, the annual

Data limitations

It is important to note that private providers (with the exception of University of Buckingham) are not included in the HESA dataset. Additionally, Liverpool Hope University do not permit the release of data from HESA.

Enrolments at the Open University are reported to HESA but are difficult to compare with those at other institutions. This is because the enrolments are not reported under a specific year of course, simply being returned as Year of Course Unknown. Information on activity at the Open University has therefore not been included within this report.

It is also important to note that subject groups where integrated master s courses are commonly offered can appear to be less successful due to the separate reporting of enrolments to bachelor and master s courses. Additionally, some institutions choose to report enrolments onto three-year courses and those with a study abroad or sandwich placement separately, thus reducing the

JACS-level analysis limitations

It is important to note that student enrolments onto a single course can be allocated to more than one JACS code. Thus, information on enrolments at a single competitor institution can vary depending on whether JACS-level data or course-level data is being examined.

For example, a competitor institution may have reported 55 enrolments under JACS code (L7) Human and Social Geography in a single academic cycle. This could comprise 40 enrolments onto a *BA Human Geography* and 15 enrolments on a *BA Geography and International Relations*. However, it could be the case that 30 students were admitted to the *Geography and International Relations* course but with only a headcount of 15 reported