

## Case study - BTEC National and Higher National

Name: Wang Long  
Job title: Master of the College  
Organisation: Tianjin Professional College, China  
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China's GDP has grown at a rate of more than 9% a year for the past 25 years, with international trade increasing by almost 30% since 2001.

Such rapid growth has been fuelled by a range of technological, demographic and political factors - with a strong emphasis on education and training to help provide the skills and knowledge required by the expanding economy.

Tianjin Professional College in North West China offers BTEC Nationals and Higher Nationals in Hotel Management and in Marketing to more than 150 students - with the popularity of the courses growing.

Wang Long, the head of the College, which is a part of the Tianjin Professional University, says that BTECs have high satisfaction levels among students.

'These courses are very popular with students and they are very suitable for those that want to pursue a career in these fields. They help our students to get jobs,' she said.

'We find that our students are very satisfied with these courses. The fact that they are from the UK and provide qualifications that are recognised throughout the world is appealing to many students and is a factor in making them want to study here.'

Tianjin is the third largest city in mainland China and has seen its own GDP increase by more than 14% last year alone. The college introduced BTECs about five years ago.

Tianjin Professional University, of which the College is a part, has around 9,000 students who follow a variety of vocational and language courses aimed at preparing them for the world of work.

Ms Long says that she has already recommended BTEC qualifications to other universities and colleges that she is in contact with in China.

'I am happy to recommend them and I have recommended them to other institutions,' she said. 'They have good content and are easy to administer.'

Edexcel has around 2,000 people studying BTEC courses in China, with Business courses especially popular.

Wei Ding, Edexcel's Regional Manager for China and North Asia, said: 'More and more colleges, employers and students are recognising the benefits that can be derived from studying for a BTEC qualification.'

'BTECs provide a high standard of relevant, practical education and are a passport to employment anywhere in the world.'



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