

Promotion of Global 30 Project courses offered by Osaka University– Some observations on potential student (mis)perceptions

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Presentation key points:

- Introduction of the courses offered
- Recent JUMP promotional activities in India, Thailand and South Korea
- Some common student perceptions
 - Japanese language ability / Cost of living / Difficulty in obtaining information on scholarships and financial assistance / Part-time work and visa issues
- Suggestions for overcoming these perceptions

Abstract

In this presentation I will briefly outline programs offered by Osaka University as part of the Global 30 Project and discuss some recent promotional activities in Asia, in order to examine common misperceptions that potential students have with undertaking university studies in Japan. The Global 30 Project is an initiative undertaken by the Japan Ministry of Education, Culture, Sports, Science and Technology that seeks to internationalize higher education in Japan by funding the development and support of university degrees (both undergraduate and postgraduate) taught in English. Osaka University also offers a range of G30 degree and non degree programs in the social sciences, natural sciences and technology. Recently, Osaka University and other G30 universities participated in education seminars in Asia (e.g., India, Thailand, and South Korea) to promote degree programs. What was quite striking was potential students often expressed the view that there might be considerable difficulties in undertaking studies in Japan, particularly with regard to perceptions concerning Japanese language ability, cost of living, and difficulties in obtaining information on scholarships and financial assistance. In this presentation I will consider how Osaka University participants dealt with these often flawed perceptions and offer some suggestions on how to challenge such perceptions.