

Brandr
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Rethinking Tertiary Education Oman



Brandr Consulting

A brand strategy consulting & research firm

The purpose of Brandr Consulting is to contribute, in bringing out customised design and approach thereby establishing brand ecosystem, based on organisation's philosophy and purpose. In our view the brand ecosystem would enhance the capabilities of the internal functions through bidirectional communication within the organisation and outside marketplace.

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Enhanced focus in Tertiary Education and global demographic transitions would push tertiary education system to Globality

Tertiary Education – Oman Overview

The Omani higher education system is relatively young, as the first public university in Oman, Sultan Qaboos University (SQU) was founded in 1986. Prior to the establishment of SQU, the government sent some students to pursue higher education studies in neighbouring Arab countries like UAE, Kuwait, Jordan and Egypt. Also some students were awarded scholarships to study in the UK and USA.

Education indicators showed progress in tertiary education rates which were registered an overall enrolment rate of 98.1% in 2011, as against 85.4% in 1990.

Tertiary Education – Headwinds

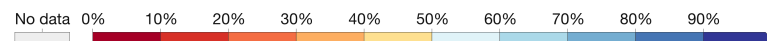
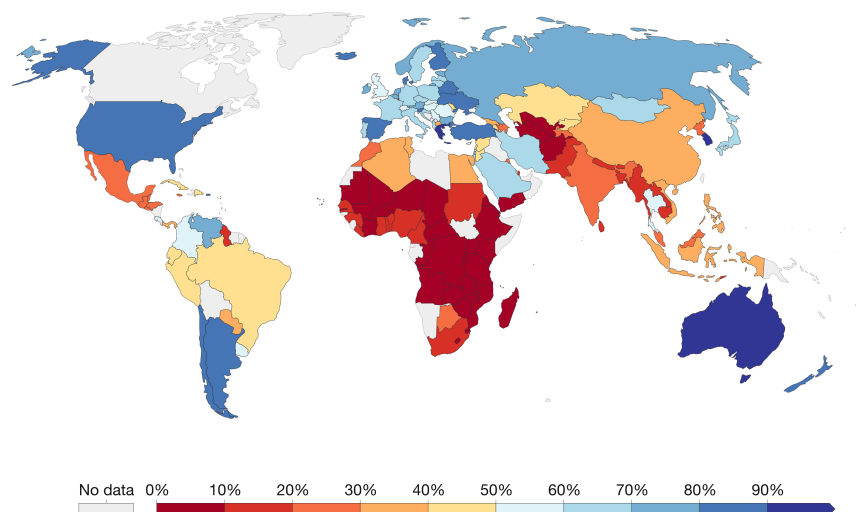
- Competitive intensity
- Development and retention of students
- Government support
- Curriculum supporting international mobility
- International rankings
- Student ROI
- Social objectives
- Entrepreneurial spirit
- Corporate strategies
- Talent positioning
- Eco system

Gross enrolment ratio in tertiary education

- A global comparison with Oman

Gross enrollment ratio in tertiary education, 2014

Total enrollment in tertiary education, regardless of age, expressed as a percentage of the total population of the five-year age group following on from secondary school leaving.

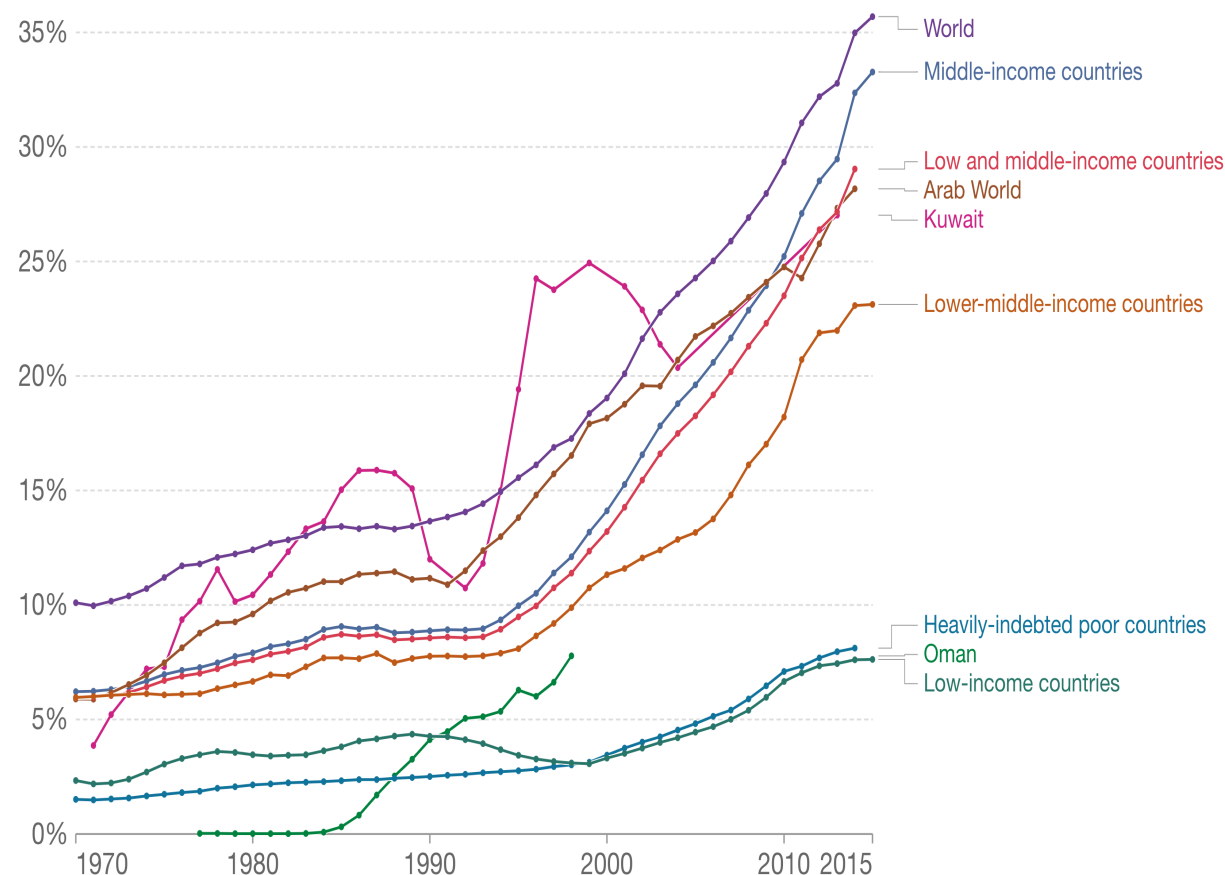


Source: UNESCO Institute for Statistics

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Gross enrollment ratio in tertiary education, 1970 to 2015

Total enrollment in tertiary education, regardless of age, expressed as a percentage of the total population of the five-year age group following on from secondary school leaving.



Source: UNESCO Institute for Statistics

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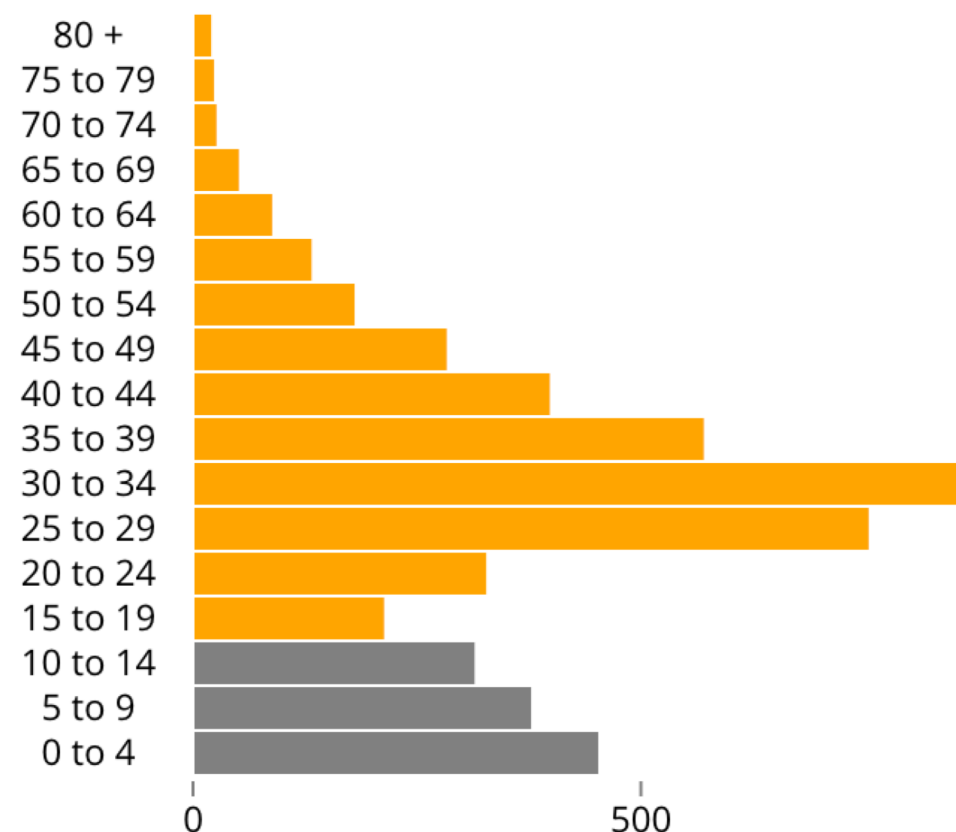
Tertiary education – Oman

Social Demographics

Socio-economic indicators

Total population (in thousands)	5,107
Annual population growth (%)	2.60
Population 15-24 years (in thousands)	544
Population aged 14 years and younger (in thousands)	1,149
Rural population (% of total population)	14
Total fertility rate (births per woman)	2.80
Infant mortality rate (per 1,000 live births)	10
Life expectancy at birth (years)	78
Prevalence of HIV (% of population aged 15-49 years)	...
Poverty headcount ratio at \$1.90 a day (2011 PPP) (% of population)	...
GDP per capita - PPP\$	28,541
Annual GDP growth (%)	-0.80
Total debt service (% of GNI)	...
GDP in billions - PPP\$	142

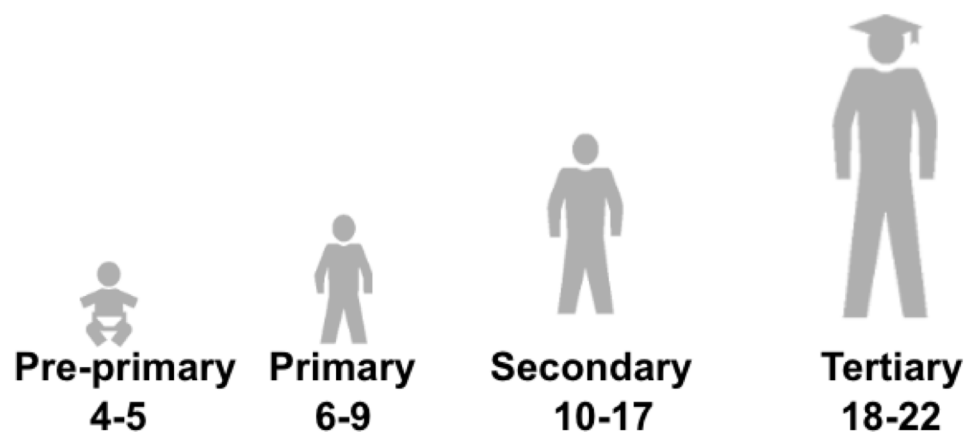
Total population by age group, 2020 (in thousands)



Population aged 14 years and younger represents 22% of the total

Population by Education Level

Official school ages by level of education

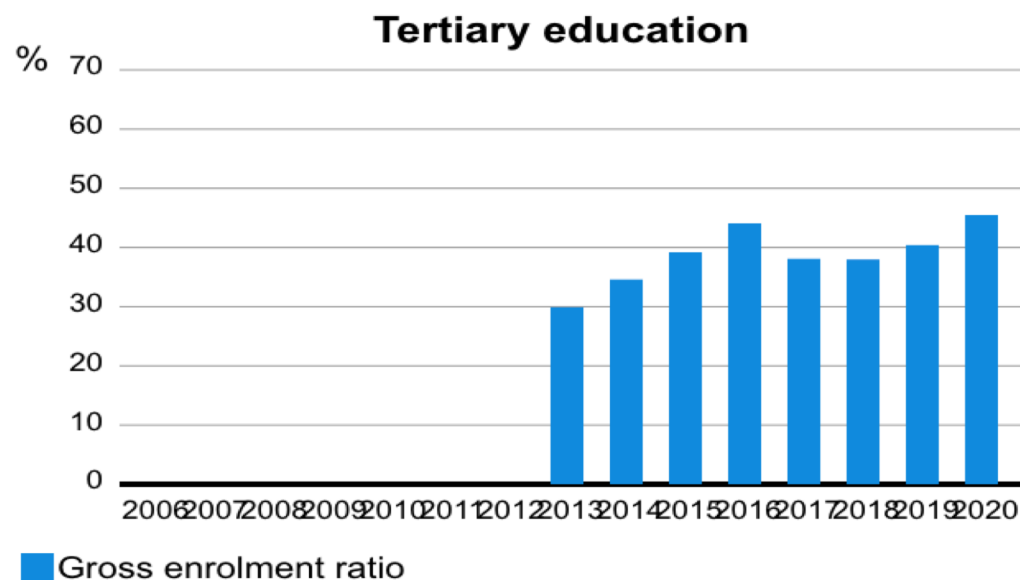
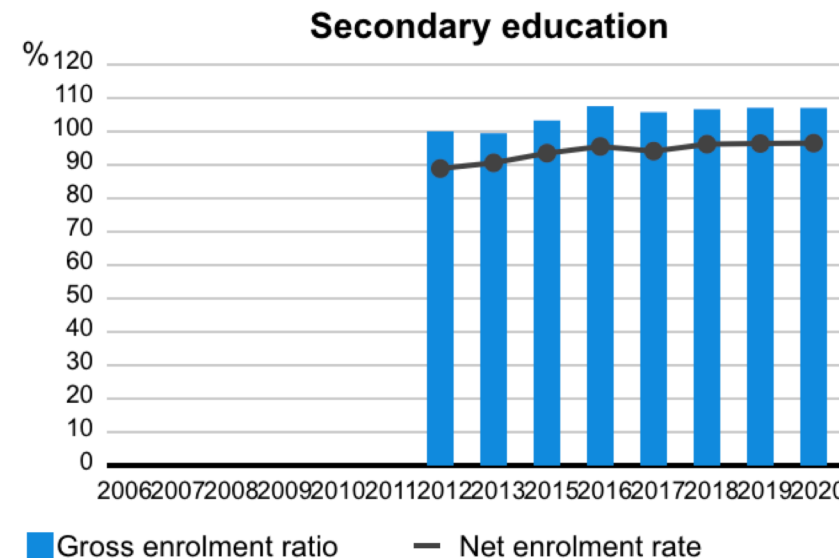
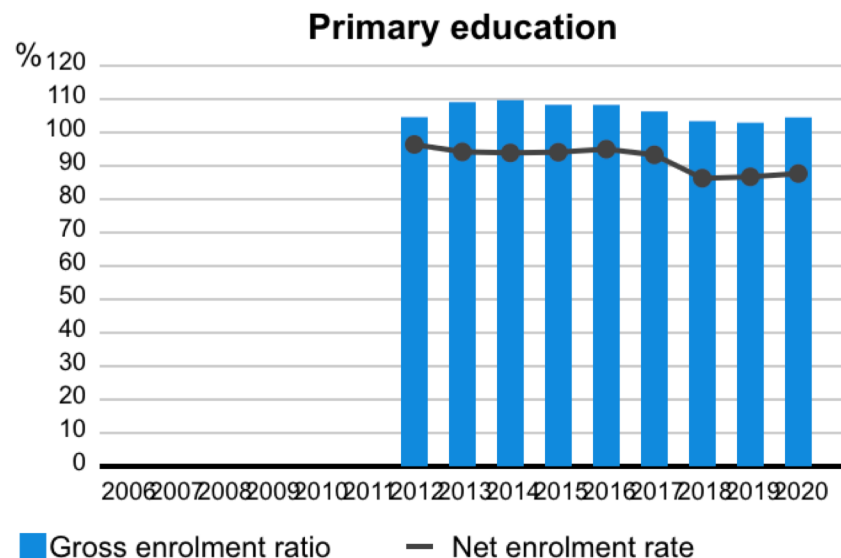


School-age population by education level

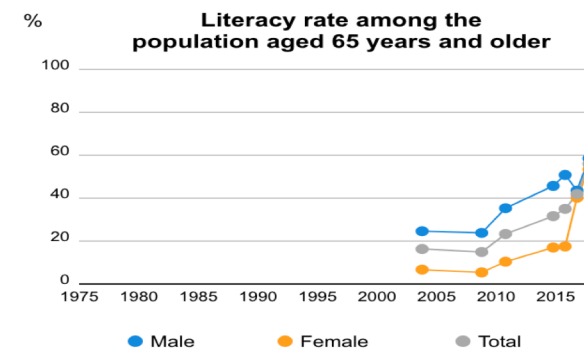
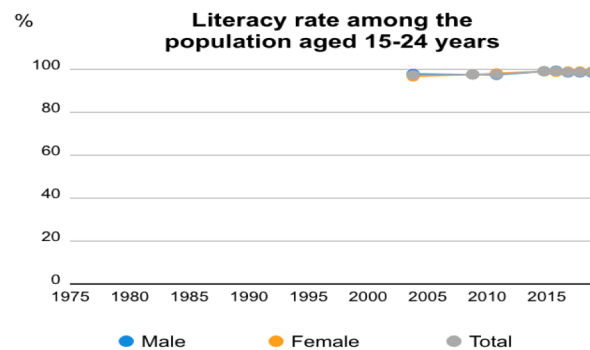
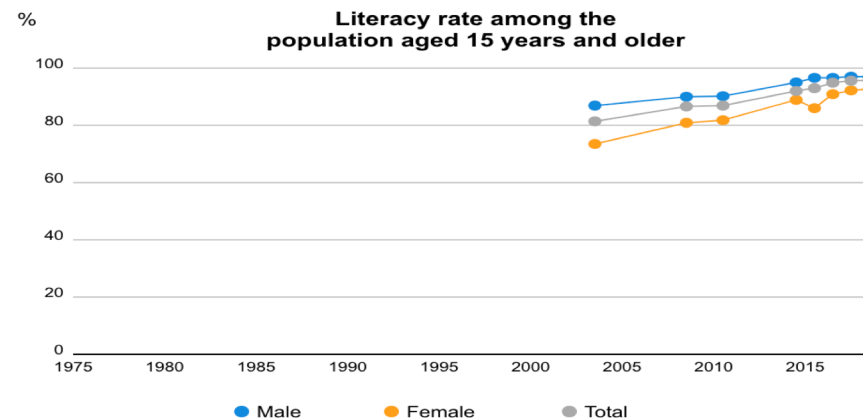
Pre-primary	160,779
Primary	298,231
Secondary	446,250
Tertiary	266,675

- Compulsory education lasts 10 years from age 6 to age 15
- For primary to post-secondary education, the academic year begins in September and ends in June

Population by Education Level (2006–20)



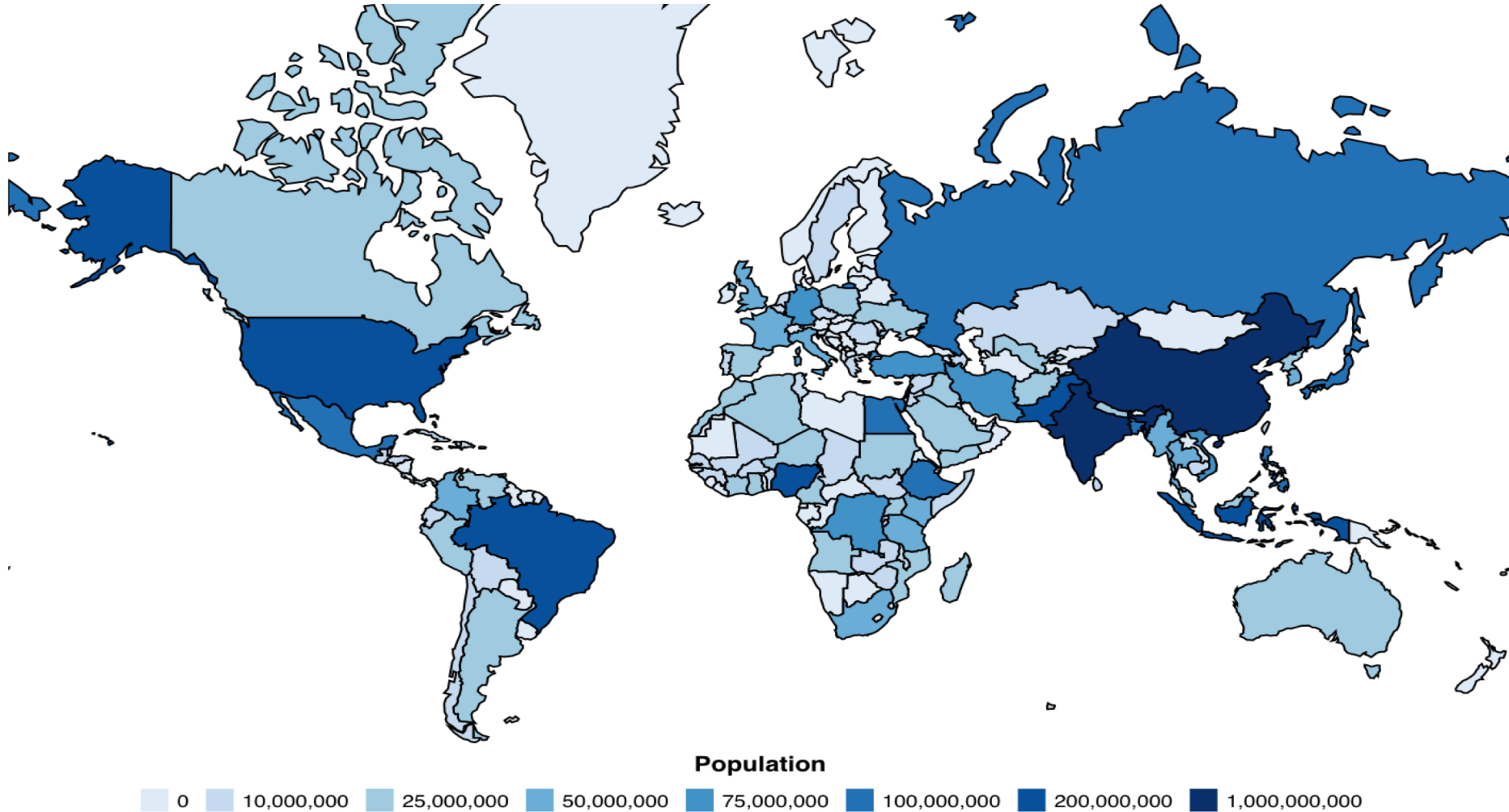
Literacy Rate



	TOTAL	MALE	FEMALE	
Literacy rate (%)				
15-24 years	98.6	98.4	99	(2018)
15 years and older	95.7	97	92.7	(2018)
65 years and older	56.9	59	54.9	(2018)

World's Population – At Glance

Total Population by Country 2022





World's Population – At Glance

China & India having populations of well over a billion. The US comes in third with just under 325 million residents. The BRIC countries, regarded as the 4 major emerging economies expected to dominate in the 21st century, are all in the top ten most populous countries, indicating how important the sheer size of their populations are to their economic expansion.

However, a number of countries considered by the IMF to be developing countries (that is, having not achieved a high degree of industrialization relative to their populations, and where the population typically has a medium to low standard of living) also have sizeable populations, including Nigeria, Bangladesh and Mexico demonstrating that the issues affecting developing nations span multiple continents.

It is notable that a number of the largest economies in the world have smaller populations, particularly in Europe. The UK, Germany, France and Italy are all among the top ten largest economies and all have populations of under 100 million.

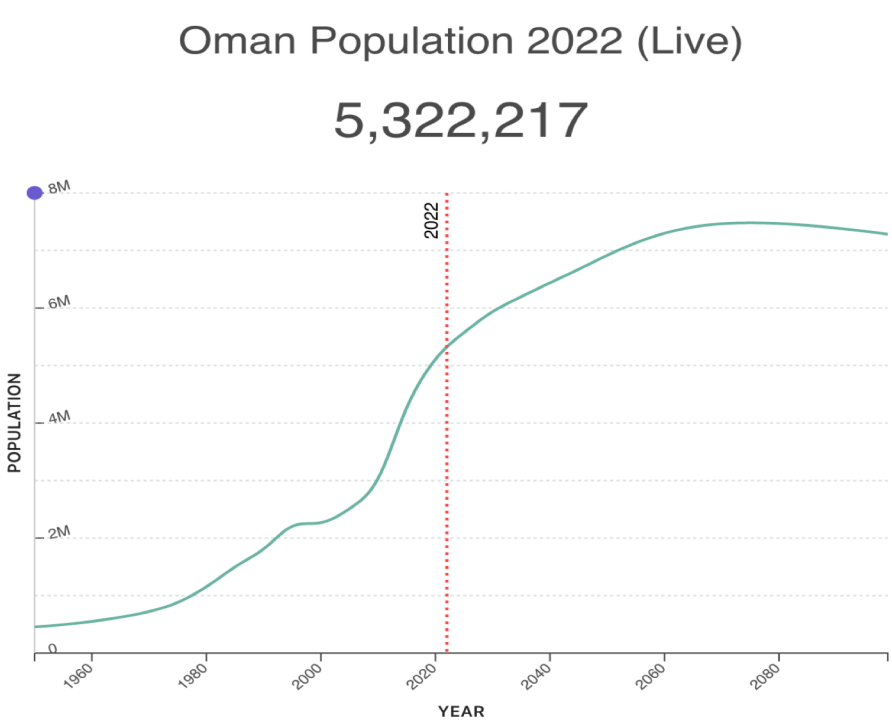
Furthermore, several extremely small countries, such as Monaco, Luxembourg and the Cayman Islands, all with fewer than a million residents play a much larger role in the financial world than their population numbers would suggest. In contrast, Canada, which is also a major economic player and one of the largest countries in the world by landmass, has a relatively small population for its size, with around 36.5 million residents.



Population Trend in Oman

Oman is currently experiencing the fastest population growth in at least fifty years and it has one of the fastest growing populations in the world with a growth rate of more than 9% per year. From 2012 to 2013 alone, Oman added more than 227,000 people. This growth has been attributed to an increase in the birth rate and a decrease in deaths, partly due to an improving healthcare

system. The annual growth rate in Oman has been extremely high in recent years due to a huge influx of immigrants. Expatriate workers are fairly distributed between India and Bangladesh people.



Current projections believe that the growth rate will peak in 2020 at 4.16% before plummeting to just 1.59% by just 2025. After 2025 it is expected that the growth rate will continue to slow, but less drastically, getting down to 0.62% by 2050. If these predictions prove true, the population in Oman will likely be close to 5,149,700 in 2020, 5,897,473 in 2030, 6,343,520 in 2040 and 6,756,570 in 2050.

Rank	Country	2022 Population	2021 Population	Growth Rate	Area	Density (km ²)
123	Oman	5,323,993	5,223,375	1.93%	309,500	17/km ²

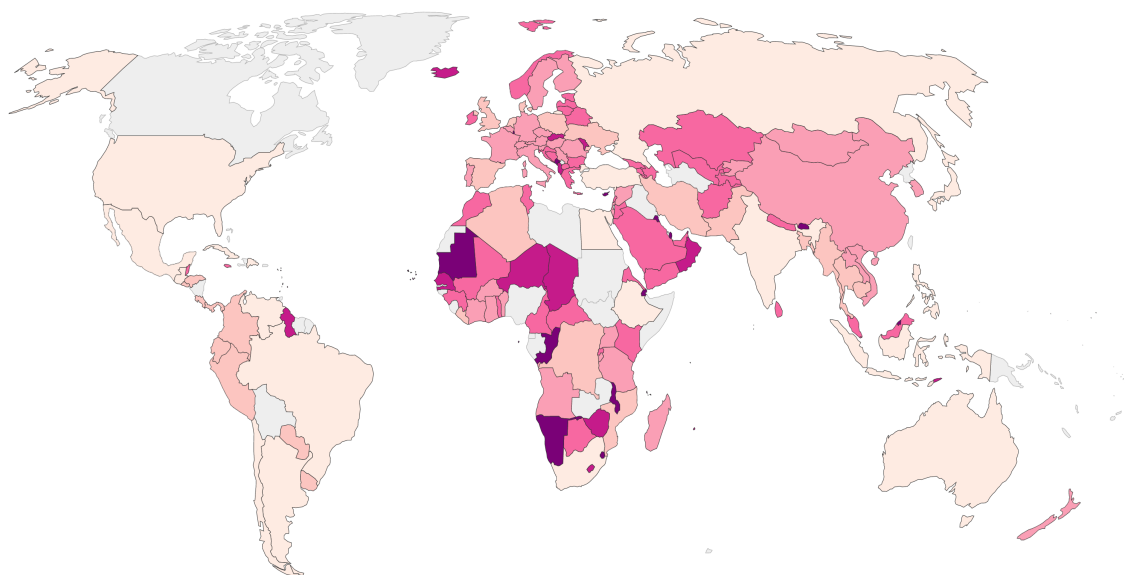


International Mobility of Students

International Mobility of Students

Share of students studying abroad, 2013

Number of students from a given country studying abroad as a percentage of the total tertiary enrollment in that country.

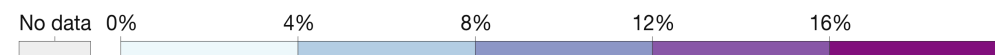
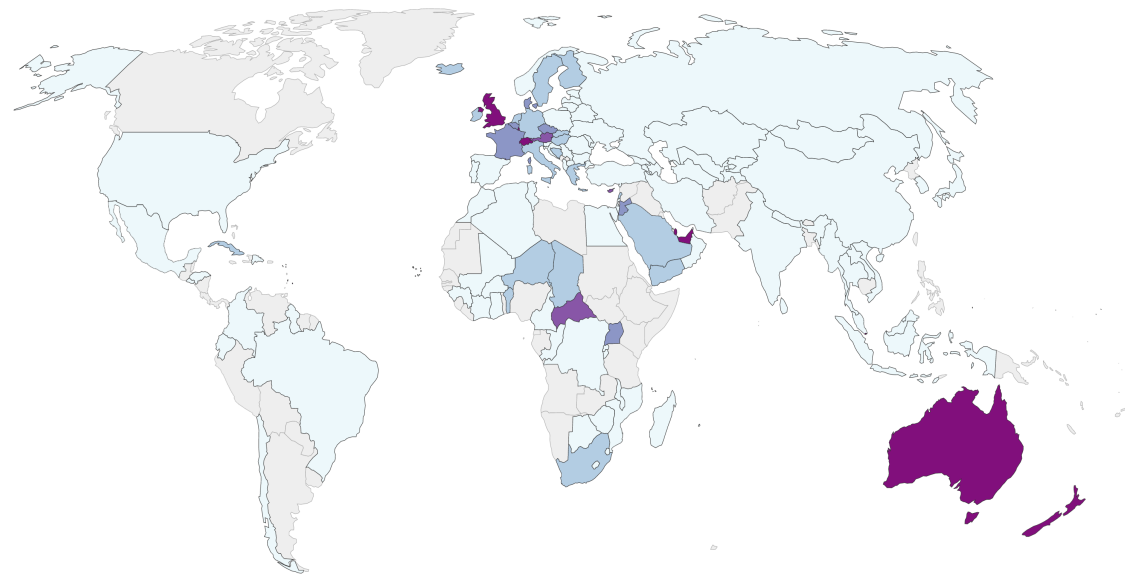


Source: UNESCO Institute for Statistics

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Share of students from abroad, 2015

Share of students from abroad studying in a given country out of the total tertiary enrollment in that country.

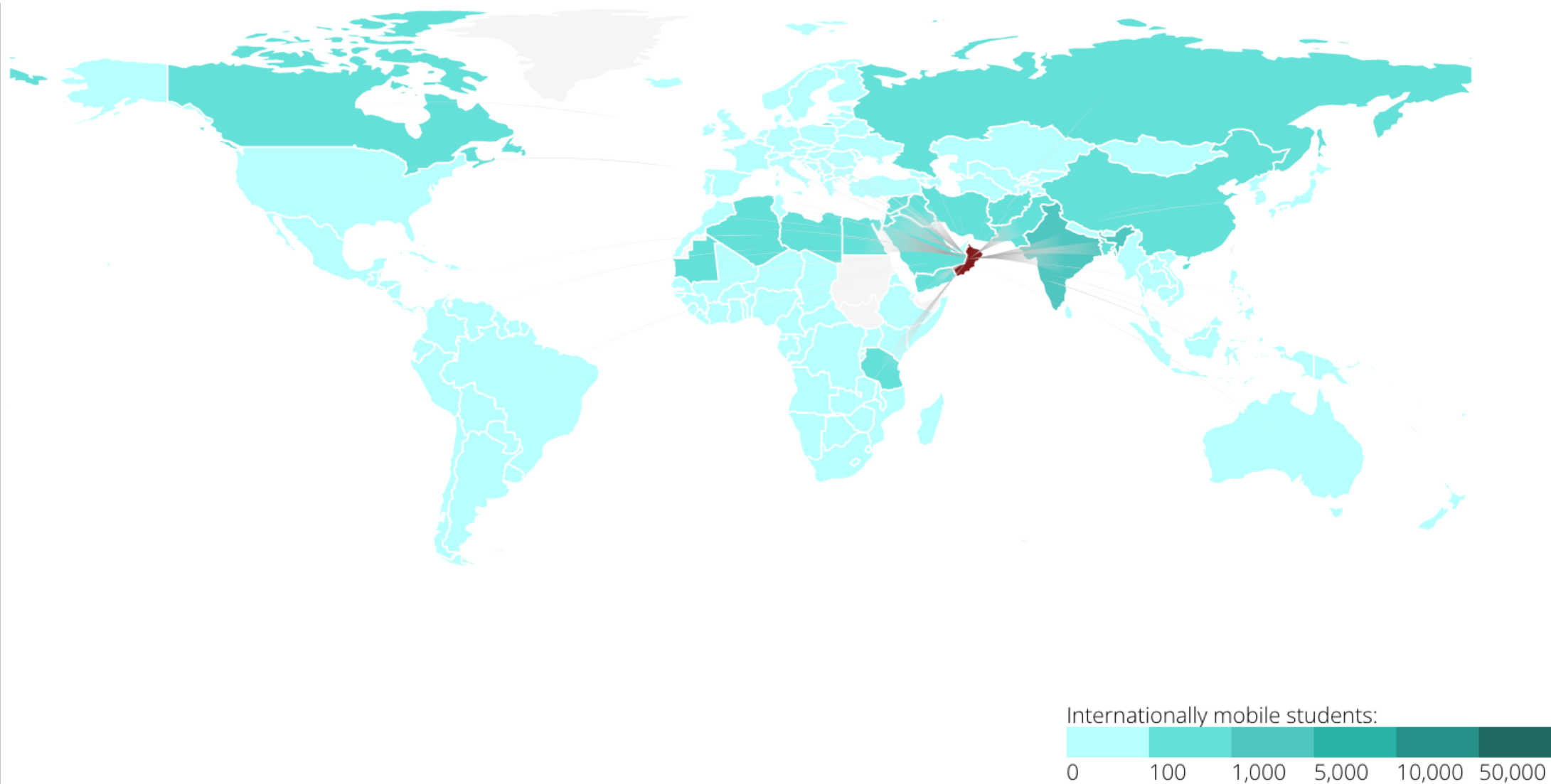


Source: UNESCO Institute for Statistics

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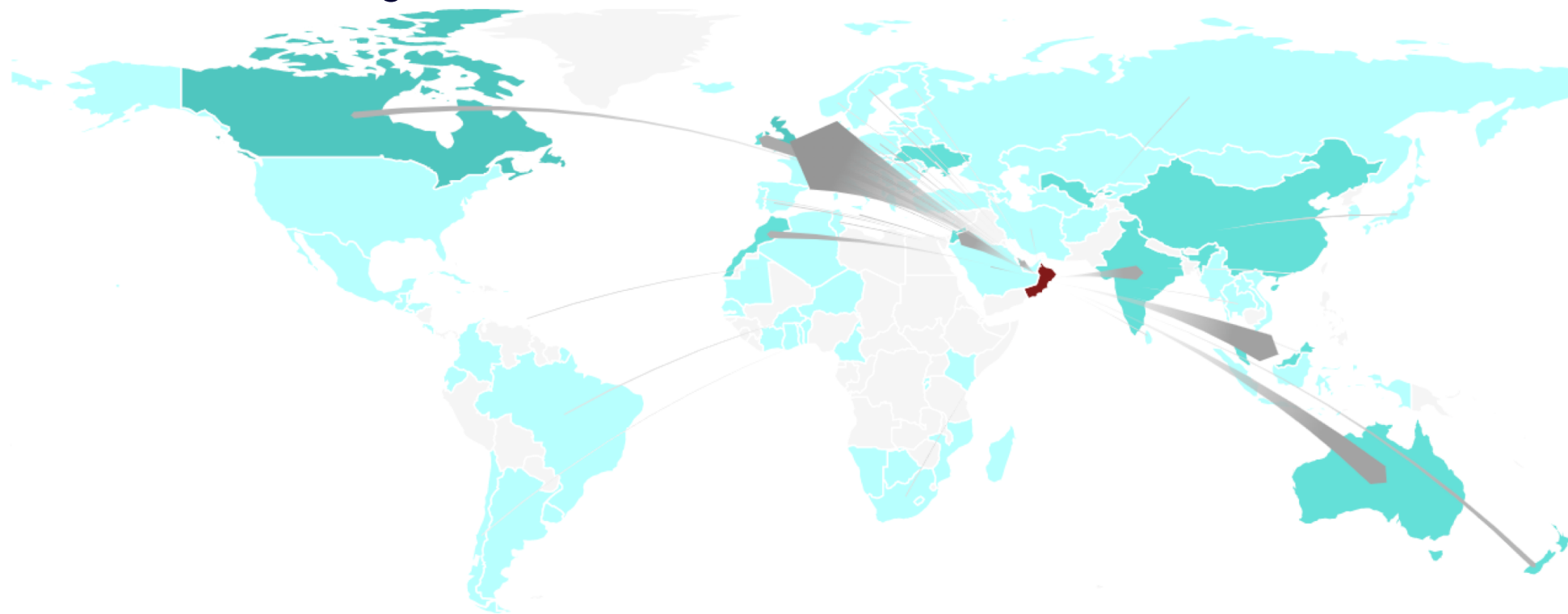
International Mobility of Students – Oman

Where do students come from



International Mobility of Students – Oman

Where do students go



Internationally mobile students:



International Mobility of Students

Top 10 Countries

Oman							
Country of Origin			Destination Country			Key Indicators	
Where do students come from	3,266		Where do students go	6,842			
Countries	Students	%	Countries	Students	%		
India	550	17%	United Kingdom	2,318	34%	Students abroad:	
Egypt	512	16%	Malaysia	904	13%	Total number of mobile students abroad	15,854
Pakistan	319	10%	Australia	735	11%	(% of total mobile students)	0.3
Iraq	309	9%	Jordan	511	7%	Outbound mobility ratio	13.3
Jordan	261	8%	India	448	7%	Gross outbound enrolment ratio	...
Syrian Arab Republic	174	5%	Ireland	395	6%		
Tanzania	155	5%	Morocco	225	3%	Students hosted:	
Bangladesh	150	5%	Qatar	219	3%	Total number of mobile students hosted	3,493
Yemen	123	4%	Canada	201	3%	(% of total mobile students)	0.1
Saudi Arabia	82	3%	New Zealand	163	2%	Inbound mobility rate	2.9

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... : missing data
n : nil or negligible
a : not applicable



The Power of 3

- Institutions
- Students
- Shared Objectives

Areas stand out for special attention

In this fast-changing world, universities and higher education systems must:

- get clearer on their strategy and sources of distinctiveness
- think through options to expand the reach of the system (including access and affordability, as well as global and online)
- examine every aspect of the economic model to ensure they are viable and sustainable overtime
- graduation and retention rates across all student populations to be increased
- if relevant, boost research excellence and commercial productivity
- develop eco system for entrepreneurial development
- work more closely with employers and governments to prepare students for work in ways that bolster the country's competitiveness



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