



**GROWTH AND INNOVATION:  
INTERNATIONAL SCHOOLS: IB & A-LEVELS**

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## **EXECUTIVE SUMMARY**

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The following document highlights new business opportunities targeting international A-level schools and IB schools outside of Canada, UK, Australia, and New Zealand. Teacher development is essential. Ensuring IB teacher training programs should be made available to attract more teachers and schools to partner with ANZUK. Offering a larger range of international opportunities will attract more teachers who are willing to work in an international setting. With over 4000 international schools around the world, there is market opportunity ANZUK could break into and become ANZUK International.

## SCOPE

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The project aims to target the international school market outside of Canada, Australia, New Zealand, and the United Kingdom. ANZUK will strive to develop new relationships with international schools focused on IB programs and A-level programs. ANZUK will train their educators with access to the IB program. ‘ANZUK International’ will focus on the European, Middle Eastern, Asian Pacific, African and Northern American markets.

## TIME MANAGEMENT

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The following project can begin starting January 2022. The focus is to implement an ANZUK headquarters in the United States of America. The duration of the project is expected to range between 1 and 2 years.

### Project Flow Chart



### Key Tasks

- Complete market research across Europe, Afrika, Middle East and America
- Identify teachers willing to teach internationally.
- Examine the requirements to teach in international schools (qualification recognition)
- Investigate visa options
- Negotiations with IB schools for partnerships
- Develop partnerships with international schools
- Develop an employee scheme to assist with international movement.
- Identify a location/location for ANZUK International Office

## **RESEARCH**

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IB and A-Level are secondary school qualifications which are being offered globally at international schools. The commonwealth nations host some of the touted educators in the world. The United Kingdom has created the standard level of education which others aspire too. The result of this that international secondary schools offer IB and A-levels programs.

There has been a 33% growth in IB programmes being offered from 2016-2020 (2021, [www.ibo.org](http://www.ibo.org)).

49% of IB schools are in America, 29% in Africa and 22% in Asia Pacific (values have been rounded to the nearest %) (2021, [www.ibo.org](http://www.ibo.org)).

There are 1,663 schools in Asia Pacific, 1924 in The United State and over 900 schools across Africa, Europe and the Middle East combines (2021, [www.ibo.org](http://www.ibo.org)).

### **Africa**

#### ***A level schools in south Africa***

International School of SA  
Roedean School SA  
South African College High School  
Michaelhouse School  
British International College  
British International Preparatory School  
St Andrew's School for Girls  
St John's College

#### ***IB schools in Mozambique, Tanzania, Kenya and Uganda***

Aga Khan Academy, Mombasa (PYP, MYP, DP)  
Aga Khan Academy, Nairobi (PYP, MYP, DP)  
Aga Khan High School, Kampala (DP)  
Aga Khan School, Dar-es-Salaam (PYP, DP)  
The Aga Khan Academy Maputo (PYP)  
The Aga Khan Nursery School, Nairobi (PYP)  
Enko La Gaieté International School, Yaoundé, Cameroon  
Enko Bonanjo International School, Douala, Cameroon  
Enko Riverside International School, Maputo, Mozambique  
Enko John Wesley International School, Abidjan, Ivory Coast

## **Asian Pacific**

### ***The number of IB programs across Larger Nations in Asia Pacific.***

Countries include  
19 in South Korea  
40 in Singapore  
244 in China  
197 in India  
29 in Thailand  
92 in Japan.

## **Middle East**

### ***97 UAE Schools offering A Level***

Ajman Academy  
Ajyal International School MBZ  
Al Ain Academy  
Al Ain Juniors School  
Al Basma British School  
Al Dhafra Private School, Abu Dhabi  
Al Dhafra Private School, Al Ain  
Al Diyafah High School  
Al Mamoura Academy Abu Dhabi  
Al Nahda National School for Boys  
Al Nahda National School for Girls  
Al Najah Private School  
Al Salam Community School  
Al Shohub School

### ***41 IB schools UAE***

Abu Dhabi International School MBZ branch  
Ajman Academy  
Al Bateen Academy  
Ambassador International Academy  
American Community School Abu Dhabi  
American International School Abu Dhabi  
Australian International School Sharjah  
Boathouse School Palm Jumeirah  
British International School Abu Dhabi  
Clarion School  
Collegiate International School  
Dar Al Marefa

## **Europe**

A-levels are standardised across Europe with equivalent programs.

***IB programs being offered in select countries includes.***

85 in Germany,  
23 in France,  
27 in Netherlands,  
171 in Spain,  
54 in Switzerland,  
37 Italy,  
18 Austria.

## **BUSINESS OPPORTUNITIES**

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*The following list includes potential business opportunities:*

- Offer IB training courses to existing teachers from primary to secondary school years.
- Partner with IB and A- Level schools to place expert teachers at locations across, Europe, USA, and Africa and the Middle East.
- Organise exchange programs with other commonwealth nations outside of existing partnerships.
- Offer IB resources to students and teachers via ANZUK website.
- Offer A-level resources to students and teachers via ANZUK website.
- Revenue can be generated through the partnership with IB teacher training program and placement of teachers at schools. (ANZUK receives a finder's fee for every teacher that completes the course).
- Attract new teachers to work with ANZUK to be placed at high-level international schools in exotic locations.

## **COST ANALYSIS**

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### **Cost drivers**

- Employee costs (fixed)
- Relocation packages (varied depending on the country)  
Packages currently cost approximately 2000AUD to relocate an Australian to the UK.

### **Revenue Generation**

- Commission on Teacher placement at an educational institution (current rates).
- Commission on Teachers that sign-up to the IB certified training program (current rates)

Revenue generation is expected to vary dependent on the duration a teacher is placed at the school, educational background and qualifications.

### **Budget**

Project budget cannot be determined due to lack of employee salary. A team of developers would be required to complete the project, including Business relations officer, product development officer, market research lead, project manager.

## **RISK ANALYSIS**

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There are few risks associated with the proposal. The only outstanding costs for the project would include employee time spent on the project. This can be managed by the business development team.

<b>Name</b>	<b>Probability</b>	<b>Impact</b>	<b>Mitigation</b>	<b>Contingency</b>
<b>Qualification Recognition complications</b>	Medium	Medium	Screen all employees for their qualification recognition before offering an international position.	Offer guidelines to prospecting teachers to teach internationally
<b>Visa complications For individuals</b>	Medium	High	Screen all prospecting teachers for visa application.	Offer guidelines to prospecting teachers to teach internationally
<b>Lack of Teacher interest in the IB</b>	medium	Medium	Conduct market research to determine which teachers are interested to teach Internationally.	Offer the IB training program through ANZUK

## **OVERVIEW**

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ANZUK can expand their customer base by approaching international schools offering IB and A-level programs. ANZUK will be able to attract more teachers to use the ANZUK recruitment service offering a larger variety of international positions. The key countries being the Middle East, Asia Pacific, U.S.A., and Mainland Europe. ANZUK will be able to provide additional training programs such as IB, to 'up skill' professionally. This will reflect positively on ANZUK as they are providing higher quality trained teachers to their existing and future schools.