

19.8.2024

Author

WILLIS, Mike

Title

An identification and analysis of students' expectations and views regarding foreign-sourced tertiary education programs delivered in China : investigating the next stage of internationalisation and market entry for foreign universities

Collation

30 Bl.

Publication year

2005

Source/Footnote

In: Journal of marketing for higher education. - 15 (2005) 2, S. 1 - 30

Inventory number

43895

Keywords

Ausland : China : Studenten, Studium, Lehre ; Ausländische Studenten : allgemein ; Austausch von Wissenschaftlern und Studenten

Signature

95 248