



## **Keiser University to open campus in China**

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Fort Lauderdale-based Keiser University is expanding outside its traditional Florida market – way outside.

The university, which serves about 18,000 students at 14 locations in the state, plans to open its first international branch campus in Shanghai, China. This off-campus site has received approval from the Commission on Colleges of the Southern Association of Colleges and Schools. The campus, which opened in April, offers a Bachelor's degree in Business Administration taught in Mandarin Chinese.

The new site “will afford Keiser University the opportunity to expand its international education model, support the needs of a global economy and the demands for educated business professionals,” said Arthur Keiser, chancellor of the university. “Research done prior to opening the off-campus site shows that Shanghai, China is a thriving metropolitan area teeming with innovation and a diverse employer base fueling a strong demand for highly skilled employees.”

The new school is located on the campus of Jiaotong University. When the off-campus site opened on April 1, 2010, there were 106 students enrolled in the Business Administration program. The campus plans to expand the program offerings in the future.

Keiser University said it will welcome students from Shanghai campus to transfer to its Florida campuses starting in August.

Shanghai, which has a population of over 20 million, is the largest city in China and one of the world's largest metropolitan cities. While this is Keiser's first actual full-service international campus, the school also has a partnership with Moldova State University. The university teaches some classes there, and Moldovan students have taken classes on Keiser's Fort Lauderdale campus.