

# **KEISER** **UNIVERSITY**

**News Release--Immediate Release**

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## **Florida Based Keiser University Opens Campus in China** ***Initially offering Bachelor of Arts degree in Business Administration taught in Mandarin***

Shanghai, China – June 17, 2010 – Keiser University is proud to announce it has opened an off-campus site in Shanghai, China. This off-campus site has received approval from the Commission on Colleges of the Southern Association of Colleges and Schools. The Shanghai campus offers a Bachelor's degree in Business Administration taught in Mandarin Chinese and is campus-based. Keiser University will welcome transfer students from its Shanghai campus to its Florida campuses beginning this August.

"This off-campus 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 Dr. Arthur Keiser, Chancellor of Keiser University. "Research done prior to opening the off-campus site shows that Shanghai, China is a thriving metropolitan area teaming with innovation and a diverse employer base fueling a strong demand for highly skilled employees."

Keiser University is located on the Jiaotong University campus. 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.

Students enrolled at Shanghai off-campus site are Keiser University students and can transfer to other Keiser University campuses in Florida. The transfer students are seeking an American university experience and will receive the same degree and on-campus education as their American counterparts at various Keiser University campuses throughout Florida. This unique opportunity benefits both American and Chinese business students as they will interact as peers and classmates in a collaborative multi-cultural learning environment.

Shanghai, which has a population of over 20 million, is the largest city in China and one of the world's largest metropolitan cities. At Keiser University the disciplined learning environment, professional image of students and development of excellent work ethic is enhanced by a professional dress code and attendance policy. Keiser University faculty is committed to student success. They embrace a student-centered approach which helps students develop the skills and qualifications necessary to succeed in today's globally competitive job market.

Keiser University is Florida's leading statewide provider of career-focused, post-secondary education and is regionally accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. Keiser University serves approximately 18,000 students seeking associate, bachelor's, master's and doctoral degrees in over 50 high demand degree programs at its 14 campuses and through its online, Graduate School and College of Golf divisions. Keiser University's educational reach extends globally through its international programs including the Latin Division and cooperative agreements in the Eastern European nation of Moldova, as well as the new off-site campus in Shanghai, China.

For more information on Keiser University, visit [www.keiseruniversity.edu](http://www.keiseruniversity.edu).

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