

STUDY IN SWEDEN GUIDE FOR ADVISING STUDENTS AT RECRUITING EVENTS

The logo for 'Study in Sweden' is centered on a solid blue rectangular background. The word 'STUDY' is written in large, white, bold, sans-serif capital letters. To the right of 'STUDY' is a yellow square icon with a white border and a white diagonal line from the top-left to the bottom-right, containing the word 'IN' in blue, bold, sans-serif capital letters. Below 'STUDY IN' is the word 'SWEDEN' in large, white, bold, sans-serif capital letters.

**STUDY IN
SWEDEN**

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THE PURPOSE OF THIS GUIDE

This guide outlines how to professionally represent Study in Sweden as well as how to successfully communicate with prospective students at student recruiting events.

WHO IS THIS GUIDE FOR?

This guide is for Study in Sweden staff, Foreign Mission employees, alumni who have studied in Sweden as well as current international students studying in Sweden who will be representing Study in Sweden at student recruiting events.

OUR ROLE AND GOAL

Why do we take part in student recruiting events?

- To come into contact and build awareness of studying in Sweden with prospective students

- To collect email addresses of prospective students

What is the roll of the Study in Sweden booth?

- Provide information about Sweden
- Provide information about Higher Education in Sweden
- Funnel students to participating universities
- Collect contact details of prospective students

The student journey and the role of recruiting events

To understand our roll at student fairs it helps to understand how students decide to study abroad.

- **Long decision making process** - The decision to do a degree abroad is one of the most important decisions a student may make and it may take a few years to decide where to study so providing correct information and building trust is critical.
- **Fairs and events are only part of the process** – Fairs and events are often part of the initial information gathering process for students so getting their contact details is critical so that Study in Sweden can follow-up by email until the student makes their decision, possibly in a few years.
- **Students often do not trust information from official representatives** – for this reason alumni and current students are the best brand ambassadors

DO'S AND DON'TS

View our role as the friendly student advisor who knows a lot about Sweden but seeks to provide accurate information as opposed to being overly salesy.

Do's

- Be service minded – Be helpful, attentive and friendly
- Create realistic expectations and be honest – Strive to provide accurate information
- Be yourself – Advise students the same way you would advise your friends or family. Speak in ways that are natural for you and that people understand
- Prepare - Scan through our printed material and familiarise yourself with our website
- Promote Sweden – Promote the benefits of living and studying in Sweden that you resonate with you

Don'ts

- Be overly salesy – We aim to be viewed as trustworthy student advisers and should provide accurate information to students
- Play favourites – If you are an alumnus of a Swedish university do not recommend all students study there
- Provide information if you are unsure – It's always better to tell a student you are unsure than to guess the answer
- Talk negatively about other countries – We want to build trust with students. Focus on talking about the benefits of Sweden
- Spend too much time talking to students with poor English skills – Our goal is to collect quality leads and the more time we spend talking with unqualified students the less time we have to spend with qualified students

CONTACT WITH STUDENTS

Our general goal when talking with students is for the following to happen.

Collect students email addresses

Collecting email addresses we speak to is arguably our most important function at a fair. The Swedish Institute uses the number of email addresses we collect as an indicator of the success of a fair.

IPads and laptops will be provided so that you can collect basic information about every student you speak to including their email address.

A useful way to get an email address is to ask students to sign up to receive updates about scholarships.

Help students find a programme they are interested in

Sweden offers more than 1,000 programmes in English and programmes are offered in most subjects. For this reason when a student speaks to us we generally search the programme database at studyinsweden.se.

Go to studyinsweden.se – Programmes and then search the programme database below. Make sure the semester is **autumn**.

Search for your programme here.

You can filter this list by specifying level of study (bachelor's or master's), subject area or university.

Type search keywords here

Semester: Autumn 2017

Programme level: All

Subject: All

Universities: All

All set? Search

Explain the basics of studying in Sweden

- Students generally want to know when they can apply, when our academic year begins, how much tuition fees are and what scholarship options exist.
- View the Frequently Asked Questions section for information on how to answer these questions and more

FREQUENTLY ASKED QUESTIONS

The most common questions are what

Study options

What can I study in Sweden?

At the master's level we offer 900 programmes in English and a student can find nearly any possible programme they are interested in.

At the bachelor level we offer around 100 programmes in English and programmes are slightly more limited.

Note: This means that we focus on promoting master programmes.

What programmes can I study in Sweden?

At the master level students can study nearly any subject in English. We offer programmes in English in all areas other dentistry, medicine, veterinary science, teaching and MBA's (note that we master's in business are extremely common but the government does not allow MBA's).

What are some of the more popular subjects in Sweden?

We receive students from nearly all academic disciplines but some of the more common programmes are those related to.

- Engineering and IT

- Business
- Life sciences
- Biotechnology
- Human rights and International relations
- Sustainability

How long is a bachelor programme?

Bachelor programmes are 3 years long.

How long is a master programme?

Master programmes are 1 or 2 years depending upon the programme.

When do programmes start?

Nearly all programmes in Sweden start in late August. The academic year ends in early June.

Tuition fees

How much does it cost to study in Sweden?

Students that have citizenship in an EU/EEA country do not need to pay tuition fees.

Tuition fees for all other student's average around 9,000-15.000 EUR/yr. Programmes in social sciences, humanities and business will be cheaper while engineering is up the higher end. Some programmes such as master's in design are far more expensive than the average cost per year.

Application process

How do I apply?

You apply online through a national application portal and can apply to up to

How many programmes can I apply to?

You can apply for up to 8 programmes at the Bachelor level and 4 programmes at the Master level

Is there an application fee?

Yes, around EUR 90

When is the application deadline?

The application deadline is usually in mid-January for programmes starting in August.

Where do I find out what programmes are offered in the country?

A database containing information about programmes taught in English is available online at www.studyinsweden.se – Programmes. <https://studyinsweden.se/programmes/>.

Note: When you get questions from students you can use an iPad or PC at the event to help them find out if we offer their programme. Make sure to search for programmes offered during the autumn.

Are there any English language requirements?

Yes, students need to provide proof of English skills such as a TOEFT or IELTS test but the requirements vary depending upon the programme.

Some exceptions are made for students who have studied at university where English is the language of instructions. To read more about the rules for your specific country visit www.universityadmission.se – Find out more – English language requirements. - <https://www.universityadmissions.se/en/All-you-need-to-know1/Applying-for-studies/English-requirements/Previous-university-studies/>.

Scholarships

Are scholarships available?

Individual universities in Sweden offer scholarships and the Swedish Institute has a large number of scholarships for students from specific countries.

What scholarships does the Swedish Institute provide?

Scholarships for master's students for developing countries

The Swedish Institute has a scholarship programme of around 350-400 scholarships for master's students from developing countries on the OECD/DAC list. These scholarships are called SI Study Scholarships. The scholarships:

- cover students living expenses and tuition fees
- require 2 years of full-time work/internship/volunteer experience
- focus on developing global leaders and priority is given to programmes with an emphasis on gender equality, human rights, sustainable development, democracy or poverty reduction.

For information about the SI Study Scholarships go to www.studyinsweden.se – Plan your studies – Scholarships – Swedish Institute Scholarships – Swedish Institute Study Scholarships or <https://eng.si.se/scholarship/the-swedish-institute-study-scholarships/>

Scholarships for students from South Africa

Scholarships are offered for master's students from South Africa. Read more at <https://eng.si.se/scholarship/swedish-institute-study-scholarships-south-africa/>.

Scholarships for students from Turkey

Scholarships are offered for [master's students](#) and [PhD students and postdocs](#) from Turkey.

Scholarships for students from Russia/Eastern Partnership region

Scholarships are offered for [master's students](#) and [PhD students and postdocs](#) from the Baltic Sea region including Armenia, Azerbaijan, Belarus, Georgia, Moldova, Russia and Ukraine.

Scholarships for scholarships from the Western Balkans

Scholarships are offered for [PhD students and postdocs](#) from the Western Balkans within the fields of social sciences. This includes students from Albania, Bosnia-Herzegovina, Kosovo, Macedonia, Montenegro and Serbia.

Working in Sweden

Can I work in Sweden during or after my studies?

Yes. Students are allowed to work during their studies and can also apply to a 6-month extension to look for a job after graduating. If they succeed in receiving a job they are allowed to stay in Sweden to continue their career.

Swedish language

Can I study Swedish?

Swedish courses are generally offered to most international students. If students are interested in working in Sweden it is recommended they try to learn at least a little Swedish.

Residence permits

Do I need to apply for a residence permit to study in Sweden?

Students from outside the EU/EEA need to apply for a residence permit if they plan on studying for longer than three months. You apply for a residence permit through the Swedish embassy or consulate in your

native country. You may also apply online at www.swedishmigrationboard.se.

SWEDEN'S UNIQUE SELLING POINTS

This session explains what makes Sweden an attractive study destination. Use the reasons you feel are most relevant in your market.

Students can survive just speaking English

- Sweden offers over 900 programmes at the bachelor and master level in English.
- Nearly everyone in Sweden speaks English so students do not need to learn another language to study or live in Sweden.

Sweden is an attractive country to live and study in

- Sweden is one of the best countries in the world to live in. Focus on gender equality, cleanliness, progressive values, sustainability and safety.
- For a certain group of more progressive students Sweden will be a top destination for the above reasons.

Sweden is one of the most innovative countries in the world

Sweden is consistently rated as one of the most innovative countries in the world.

- Sweden has the highest number of multinational companies per capita in the world.
- Stockholm is the start-up capital of Europe and only behind Silicon Valley globally.
- Most of the companies below are the industry leaders or among the industry leaders in the industry, which is very impressive considering the population of Sweden is 10M people.



Students learn to think creatively and think critically

- The higher education system in Sweden has created one of the most innovative and creative countries in the world. The higher education system in Sweden promotes creativity and innovation and differentiates itself the following ways:
 - Informality – the relaxed environment where students are on a first name basis with their professor helps create an atmosphere that fosters new ideas.
 - Independence – while working together: Students cannot always find the answers in a textbook and are forced to think critically and responsibly plan their work, which reflects the working world.
 - Influence – students can give input on their lectures and impact how they are taught which empowers students.

International environment

- Classrooms are diverse and not dominated by a huge group of students from a few countries (i.e. some universities in England with huge groups of students from China).
- 20% of Swedes are either born abroad or have a parent born abroad.

Competitive tuition fees

- Tuition fees are competitive and are between 9,000-15,000 EUR.
- Tuition fees are often cheaper than many of our main competitors in English speaking countries such as the USA, UK and Australia.

WHY NOT SWEDEN?

This section provides ideas on how we can deal with some of the reasons students might not consider studying in Sweden and how we can address these concerns.

Sweden is expensive

How to respond: Day-to-day expenses in Sweden are quite affordable while extras like eating out, going to the movies or getting a drink are more expensive. Many students succeed in living affordably in Sweden.

Sweden doesn't have a world-class university like a Harvard or Cambridge

How to respond:

- Sweden has the second highest number of top 200-300 ranked universities per capita in the world.
- There is a smaller drop-off in quality between different universities than other countries so students are guaranteed a high quality education no matter where they study.

Sweden is not well-known as a study destination so why should I trust you that it's a good place to study?

How to respond: Students who do study in Sweden enjoy their time and become brand ambassadors.

Sweden is cold!

How to respond:

- Sweden is not as cold as most students think as most people live in the southern part of the country.
- Indoors it is comfortable due to central heating and the quality of housing.

Hard to break into the job market

How to respond: It's not easy to find a job anywhere in the world but Sweden has a strong economy and needs skilled workers in areas such as engineering and IT, which are popular among our students.

RESOURCES

The following is a list of useful resources if you have questions or would like to look through material in advance.

Study in Sweden website resources

www.studyinsweden.se – The official website for Study in Sweden

www.studyinsweden.se/programmes - Programme database containing a list of all programmes in Sweden

www.blogs.studyinsweden.se - Blogs from current digital ambassadors of Sweden

Study in Sweden social media

Facebook.com/studyinsweden – Official Facebook of Study in Sweden

Instagram.com/studyinsweden – Official Instagram of Study in Sweden

Youtube.com/StudyinSwedenOfficial – Official Youtube of Study in Sweden

Snapchat: @studyinsweden – Official Snapchat of Study in Sweden

Study in Sweden printed material

Study in Sweden - Complete Guide - <http://sharingsweden.se/materials/study-in-sweden-complete-guide/>

Study in Sweden – In Brief - <http://sharingsweden.se/materials/study-in-sweden-in-brief/>

Study in Sweden – Important links - <http://sharingsweden.se/materials/study-in-sweden-business-card/>

Scholarship printed material

Swedish Institute Study Scholarships – <http://sharingsweden.se/materials/swedish-institute-study-scholarships/>

National application portal – University Admissions

www.universityadmissions.se – The national application portal for Sweden