

Key Headings Used in Preparation of Business Case for a New Programme

1. Rationale for the Development

2. Outline Programme Structure.

- Include proposed structure diagram(s) for the programme taking account of all intended study modes
- As far as possible provide information about all the modules: level, proposed titles and credit value
- State progression routes on completion, if applicable
- Any other information which may be relevant

Any exemptions sought regarding the Structure and Assessment Regulations for Undergraduate and Taught Postgraduate Programme and Assessment and Examination Regulations.

3 Target Student Numbers

4 Marketing Information

Trends Data - numbers in the workplace looking to upskill and for whom the qualification would be appropriate; relevant UK, EU and international economic data; relevant regional, national or sector specific data.

Competitor Provision - A brief summary including course titles, length of time courses have been offered, numbers of applicants and registered students.

Employer Feedback - What is the demand for graduates with this qualification? Feedback from employers (named individuals); Feedback from Professional or Statutory Regulatory Bodies; Feedback from Industry Advisory Group; Comments from leaders in the field etc. Consult University Careers and Placement Service for any relevant data

Current and former students' views - Feedback from current and former students studying or who have studied in cognate areas – via questionnaire or focus groups

Potential market - Note whether the market is UK-wide, EU or international.

Risks Analysis - Review the risks associated with the provision of staffing, physical facilities and possible barriers to entry for certain groups of students, financial and reputational risks, and the anticipated time before full recruitment could be achieved.

5 Distinctiveness of the Development

The ways in which the proposal may be distinctive and is likely to recruit students.

6 Resources and Financial Viability

Consideration of the financial viability of the proposed programme in the light of funding issues and anticipated student numbers. Confirmation from appropriate resource managers that the proposal can be staffed and otherwise resourced from existing budgets or whether it requires additional expenditure (staff, capital equipment, revenue, computer/library expenditure etc), and a broad estimate of the costs involved and their phasing.

This will be accompanied by resource planning covering estimates of student numbers, anticipated costings and income over a five year period.

7 The effect on other programmes

The effect on other programmes in the University and, where appropriate, partner institutions. Consider student demand, sharing of modules, sharing of resources, possible reduction in resource available to existing programmes.

8 The relevance of the proposal to the University's Strategic Plan.