

**Curriculum Business Case – Collaborative programmes**

Please provide the following business case via your University Link Tutor to the Faculty Leadership Team for approval.

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| **Faculty** | Arts and Creative Industries  Business and Law  Health, Social Care and Education  Science and Technology |
| **Partner:** |  |
| **Programme/s** | *Award title of programme/s, level, new or existing programme, if apprenticeship which standard is it linked to* |
| **Executive Summary** | *Summary of how the curriculum fits with the* *Partner organisation’s portfolio and its relationship with the University?* |
| **Target audience and market demand** | *Set out target audience for provision, external sector recruitment trends, size of market, latest five-year trends of new students enrolled and market share (new currciulum should use external data and refer to similar current programmes, current currciulum should also include internal data)*  *Where does the proposal sit in relation to other similar programmes?* |
| **Competitor Analysis** | *Competitor analysis to identify other providers offering similar provision. Evaluate their strengths and weaknesses, and determine how the new curriculum will differentiate itself and/or fit within the current market* |
| **Financial Analysis** | *Estimate the costs of developing and delivering the new curriculum, including any required resources, such as staffing and technology. Net contribution for the provision (actuals or predicted).*  *Also provide details of proposed tuition fees for students* |
| **Curriculum performance** | *Data on student experience and OfS B3 metrics.*  *Reviews should include current data and trends. New programmes should present data for similar programmes and competitor benchmarks*  *NSS/PTES (or equivalent student survey data) overall satisfaction scores and trends, including comparison to benchmarks*  *OfS B3 – continuation, completion, and progression (Graduate Outcomes) metrics and trends, including comparison to benchmarks. For partners which do not use OfS data please provide equivalent data* |
| **Risks** | *Identify the potential risks associated with developing and delivering the provision, such as changes in regulations, unexpected costs, tuition and/or assessment not in English, or lack of demand. Include mitigating actions.* |
| **Timelines** | *Details of recruitment timelines and first presentation, including student numbers* |

**Author:**

**Date:**

To be completed by University Link Tutor in conjunction with Academic Partnerships

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| **University alignment** | *How does the proposal align with the University’s Strategy? Does it align with the themes? Does it embody the triple focus (and how)? How does it support the University’s reputation? Are there international opportunities (recruitment, campuses collaborations)? Industry and PSRB links?*  *Are there any additional risks to be considered? Does this impact exit strategy?*  *Please ensure appropriate discussions take place with other Faculties as relevant.* |
| **Financial Analysis** | *Does this generate additional income? Estimated additional income to the University, along with assessment of student numbers?* |
| **Recommendation** | *ULT and AP assessment on whether to proceed or not* |

***Please ensure the Market Insight Report accompanies this proposal.***

**ULT: Yes/No**

**Date:**

**AP: Yes/No**

**Date:**

**Faculty approved: Yes/No**

**Date:**

**PDC approved: Yes/No**

**Date:**