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# AQD001 Business Case Form

This form ***must*** be completed for all new course proposals. Its purpose is to facilitate school and university decision-making processes in evaluating the appropriateness of such proposals at each stage, prior to the final approval to proceed to full development and validation.

The form will be used to determine both the strategic fit of such proposals and the resource implications. In essence what you need to convey is broadly what this course will look like, who will find it attractive, how it aligns with the University, School and Subject-area objectives and what resources it will need to be successful. You should look to provide evidence to support the proposal.

*NB: Please delete any guidance text in blue before submitting the form for approval.*

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| Section A: Course Overview |
| **Proposing School(s)** | [ ]  AAD [ ]  GSBL [ ]  SCDM [ ]  SHSC [ ]  SSSP [ ]  SBE |
| **Type of Validation** | Standard Validation [ ]  Fast-track validation [ ] *To qualify for Fast-track, there should be no more than 3 new modules.* |
| **Head of School(s)** |  |
| **Course Leader** |  |
| **Proposed Award Title(s)** |  |
| **Intermediate Award(s)** | Entry award:Exit award: |
| **Subject Area** | *Please include the relevant subject area, this will align to the HECoS codes. Click* [*here*](https://www.hesa.ac.uk/innovation/hecos) *to find out HECoS code for specific subject area.* |
| **HECoS Code** |  | **Subject Code** |  |
| **Delivery site(s) for course(s)** | [ ]  Holloway [ ]  Aldgate[ ]  Other: please specify |
| **Mode(s) of study** | [ ] FT [ ] PT [ ]  Distance Learning [ ]  Mixed Mode  |
| **Duration of course** | Full time: |  |
| Full time with placement/sandwich: | *If applicable* |
| Part time: |  |
| Part time with placement/sandwich | *If applicable* |
| **Proposed Academic Year**  | *Month/Year* |
| **Students intakes**  | [ ]  September [ ]  January [ ]  Both  |
| **Projected student numbers** | Academic Year 1 | Academic Year 2 |  Academic Year 3 |
|  |  |  |
| Section B: Course Details and Market Demand |
| **Alignment with London Met’s Portfolio Strategy** |
| *Please include a brief statement of the rationale for the development of the course(s), and details of how the proposal meets the requirements of London Metropolitan University’s Strategy. You should address the following areas:***1.     Vision and purpose of the course -how would you describe it to students as a unique proposition? What is unique or innovative about it?****2.     How the course will enable development of the London Met Graduate attributes (inclusive, creative, confident, resilient, socially responsible, global citizens)****3.     How the course will flexibly meet the needs of the student demographic we serve, including enabling students to integrate studying with work and life commitments** **4.     How the course will prepare students to leave as distinctive graduates prepared for a named profession or area of practice, including the ways in which the course will be professionally facing.****5.     How the course will contribute to -and partner students in- meeting the present and future needs of the City including its’ employers (labour market) , economy, social challenges and wider cultural opportunities.****6.     Evidence the course is part of a subject area with demonstrable positive and improving student outcomes eg. NSS, graduate employment, continuation and addressing BAME/ IMD awarding gap****7.     Evidence the course will be able to recruit sufficient students to be financially sustainable** |
| **Multiple School Collaboration** |
| [ ]  Yes [ ]  No*Please detail any cross-school collaboration for the courses.*  |
| **Possible impact on other London Met’s/Partner Courses?** |
| *Where similar courses, including course titles, are offered in different schools or a London Met partner, please provide evidence of discussion of the proposal. This evidence can be provided as an attachment.*  |
| **Does proposed course supersede an existing course?** |
| [ ]  Yes [ ]  No*If the proposed course is replacing an existing course, please detail the course and the proposed arrangements for teach out.*  |
| **Market Research and Evidence of demand for course(s)** |
| *Please give details of market research completed for the proposal, please provide data/evidence of the market research activity completed to show evidence for demand of the proposal. These can be added as appendices and can include but is not limited to market research reports, evidence of discussion with current students and alumni.* |
| **Competitor Details** |
| *Please list similar courses that are validated/recruiting at London Met competitor institutions* |
| **Kingston University** |  |
| **London South Bank University** |  |
| **Middlesex University** |  |
| **University of East London** |  |
| **University of Greenwich** |  |
| **University of Westminster** |  |
| **University of West London** |  |
| *Please provide details of any additional competitors that should be considered.* |
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| **Section C: Marketing Information** |
| **Marketing (UCAS and Website statement)** |
| *Please provide a marketing statement for the programme, this will be used on the UCAS and London Met website and should be no longer than 200 words.* |
| **Course Overview and Structure** |
| *Please write summary of the course including the aims and content area. (approx. 250 words).**You will also need to include a course structure diagram (in the form of a table) including modules, module status (core/alternate core/optional), credit rating and where modules are multivalent.*  |
| **Additional Course Information** |
| *This is not about the course content or module list, it is your opportunity to really sell the course. If possible, include information about:* *Graduate outcomes, careers, achievements**Specialist resources, materials, facilities, software**Professional accreditation, professional body links* *Guest lecturers or teaching staff renowned within the industry (published works etc)** *Student membership of professional groups*
* *Study abroad trips or work experience*
* *Help with careers and connections to the industry*

*This section should be a minimum of three paragraphs, maximum five and between 1000 and 1500 characters.* |
| **Proposed entry requirements** |
| *Please give details of the proposed entry requirements for the programme, including UCAS tariff, IELTs requirements, and any specific requirements such as subject specific knowledge or a portfolio etc.* *Undergraduate course pages should begin with the words: “In addition to the University's standard entry requirements, you should have:” and postgraduate course pages should begin with the wording “You will be required to have:”.**The majority of both undergraduate and postgraduate course pages should include the wording: “All applicants must be able to demonstrate proficiency in the English language. Applicants who require a Tier 4 student visa may need to provide a Secure English Language Test (SELT) such as Academic IELTS. For more information about English qualifications please see our English language requirements.”* |
| Assessment |
| *Please specify how students will be assessed – exams, dissertation, portfolio etc. One to two paragraphs, around 600 characters.* |
| Career opportunities |
| *Types of roles and companies students can work at (specific names of companies are always best), as well as further study options and eligibility for training. One to two paragraphs, around 700 characters.* |
| Professional accreditation details  |
| *One paragraph, around 500 characters. Essential if the course offers professional accreditation*. |
| How to apply |
| *Will the applicant apply via UCAS? How do international applicants apply? Max 200 characters.* |
| **When to apply** |
| *Optional, a standardised passage will be used as the default. Max 200 characters.* |
| Unique selling points |
| *Please provide five unique selling points our student enquiries team can use when taking calls from prospective students.* |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |
| Marketing subject areas |
| *Please delete all subject areas that aren’t relevant to this course. Most courses should fit into only one category, and often the category will share a word with the course title. Please do not specify a category that does not appear here.*Accounting, Economics and Finance | Architecture | Art and Design | Business and Management | Community Development | Computing and IT | Criminology | Education and Teaching | English and Creative Writing | Electronic and Computer Network Engineering | Fashion | Film, Music and Theatre | Health and Nutrition | Journalism | Languages | Law | Media, Marketing and Communications | Mathematics | Police Studies | Politics and International Relations | Psychology | Human Sciences | Social Work and Social Studies | Sociology | Sports, Sports Science and Dance | Travel, Tourism and Events | Youth Work |
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| Section D: Professional, Statutory and Regulatory Bodies |
| **Will course(s) be accredited?** |
| [ ]  Yes [ ]  No*Please give details of the PSRB. This should include the details of the accrediting body, when accreditation will be sought and whether a joint validation event is needed.*  |
| **Is accreditation needed for course to run?** |
| [ ]  Yes [ ]  No*Please give details of where awards/title require PSRB accreditation in order to run.* |
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| Section E: Resources |
| **Proposed Fee** | FT = £ , PT = £ , Int = £ |
| **Estimated annual income for the course and course costings** | Estimated income for the course based on anticipated student numbers: *Please specify the estimated course income based on anticipated student numbers Please supply costings for the following;*- Course development: *where additional direct cost incurred (AsL per hour by module)*- Course delivery: *where additional direct cost incurred (AsL per hour by module)*- External advisor (validation) fees: *£300 per advisor plus expenses – to be confirmed with AQD*- External examiner fees: *£425 per annum plus expenses*- PSRB accreditation fees (where additional to current): *To be confirmed with the relevant PSRB*- Additional specialist facilities: *to be confirmed with relevant PSD*- Additional specialist equipment/software: *to be confirmed with relevant PSD*- Any other direct expenditure:  |
| **Estimated amount of students required to break even** | *Please provide details on the number of students required for the course to break even*, *and any mitigation if this is not achieved.*  |
| **Resource requirements for the course(s)***(evidence of discussion/comments from impacted PSD’s should be provided**NB: If PSD departments have been contacted and no response has been received, please attach evidence of contact)* | **Staff***Please detail the staffing requirements for the school, including the use of existing staff, new staff required, specifically where additional resources would be needed and whether this has be factored into the costs of the programme outlined above.*  |
| **Library***Please detail the library resources needed for the course and whether additional resources would be required in the library, specifically where additional resources would be needed and whether this has be factored into the costs of the programme outlined above.*  |
| **ICT***Please detail the ICT resources needed for the course and whether additional resources would be required such as computer software or hardware, specifically where additional resources would be needed and whether this has be factored into the costs of the programme outlined above.*  |
| **Space and Facilities** *Please detail resources available for students in terms of space for teaching and whether any additional requirements would be need for timetabling etc. and whether this has been factored into the proposal.*  |
| **Specific Course Resources***Please detail the specific resources needed for the course and whether additional resources would be required i.e. lab space or equipment, specifically where additional resources would be needed and whether this has to be factored into the costs of the programme outlined above.*  |
| **Major Capital Expenditures***Please provide details on any major expenditures needed for the course, i.e. new lab built or equipment costs, and detail how these costs have been factored in to the proposal.*  |
| **Other:***Please provide details of any our resource implications of the proposal and how they have been considered.*  |
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| Section H: Sign Off |
| By signing the document course proposers and Heads of School are confirming that the all sections have been fully completed, resources fully considered, that relevant evidence has been attached and impacted departments have been consulted.  |
| Course Leader Name: | Signature: |
| Head of School Name: | Signature: |
| Head of Academic Portfolio Name: | Signature: |
| Head of MarketingName: | Signature: |
| School SMT  | Date: Minute Ref: |