

Academic Planning and Course Portfolio Development Process Flow Diagram (November 2018)

Ongoing development process	<p>School-Level new course development strategy: School develops/amends 3-year 'live' course development plan. This document is regularly updated through APPG and comprehensively reviewed annually.</p>	<ul style="list-style-type: none"> ▪ Proactive search for curriculum innovation ▪ Employer engagement ▪ Intelligence gathering ▪ Partnership development planning
	<p>Idea Generation: New course ideas generated within or across Schools</p>	<ul style="list-style-type: none"> ▪ Response to new market opportunities ▪ Brainstorming
Launch -24 months	<p>Initial consideration at School level</p> <p>NB: Most ideas are likely to be rejected at this stage</p>	<ul style="list-style-type: none"> ▪ Assesses the relevance of the course to the University/School objectives ▪ Assesses ability to develop and deliver the course ▪ Preliminary analysis of viability, based upon review of: <ul style="list-style-type: none"> ▪ Market size, growth rates, sustainability ▪ Competitive position & competitor strategies ▪ Projected financial sustainability ▪ Organisational capacity and capability
Launch -21 months	<p>Development of Proposal: Prospective Course Leader/Head of Department develops proposal in conjunction with the relevant College Director and Head of School(s)/School Quality Co-ordinator(s) for consideration by APPG</p>	<ul style="list-style-type: none"> ▪ Develop a vision of the new course stated in terms meaningful to prospective students (or employers) ▪ Potentially includes testing the new course concept with a group of target students and/or employers to find out if the concept has genuine appeal ▪ Analysis of resource and cost issues <ul style="list-style-type: none"> ▪ Will the course generate new numbers or split existing recruitment? ▪ Does the University have the expertise and resource to develop and deliver the course, or can this be brought in? ▪ Does market demand justify a new course? ▪ What is the evaluation of potential contribution to overall student recruitment? ▪ What is the assessment of financial viability? ▪ What is the proposed marketing and recruitment strategy to achieve viable recruitment and objectives?
Launch – 18 months	<p>APPG Proposal Form and Associated APPG documentation completed. APPG Template for Provision of Information for Prospective Students must be signed off by the relevant College Director, School Representative(s) and Management Accountant present APPG Proposal</p> <p>APPG Approval means course can be promoted 'subject to approval'</p>	<ul style="list-style-type: none"> ▪ Completed APPG Course Proposal Form (and APPG Collaborative Course Proposal Form if Collaborative) ▪ Completed APPG Costings Form (in association with Finance) ▪ Completed APPG Template for Provision of Information for Prospective Students (signed off by College Director)
Launch -12 months	<p>Course Planning, Design and Course Approval</p>	
Launch	<p>Course Launch</p>	
Post-launch	<p>APPG Annual Review: APPG Annual Review of relative success of all courses launched in previous 2 academic years.</p>	

