

BUSINESS CASE FOR PROSPECTIVE COLLABORATIVE PARTNER

Name of the Prospective Collaborative Partner		
Full Address (of where the programme/modules will be delivered)		
Type of Arrangement (e.g. Validation, Franchise or Study Abroad)		
Full Name of Programme(s) (include the full title of the award e.g BSc Business and Management):		
School of Study (e.g. Business School, Law School etc.)		
Start Date (month/year)		
Intakes (e.g September, January, July)	Length of the programme: (please note any periods spent away from Buckingham, e.g placements)	Mode of study: Full-time/Part-time/Other
Professional body accreditation (if applicable):		

Rationale
Reason for wanting to collaborate with the University and the Introduction of the Programme(s) Provide a brief summary of the reason why you would like to collaborate with the University of Buckingham and the reasons for introduction the programme
Relationship to Existing Collaborations Comment on the relationship of any existing, planned or previous collaborations with other institutions and/or professional bodies (including the type of arrangement, date of commencement, programmes/modules validated/franchised; and where relevant, reasons for termination of the collaboration)
Evidence of Demand and Projected Intake
Target Market and Evidence of Demand List here all the factors relating to the target market of students, and evidence relating to a demand. You may wish to include details of competitor programmes elsewhere or explain how emerging discipline areas are creating demand.
Relevant Professional, Statutory and Regulatory Bodies and Employer Involvement/Consultation Comment here on the involvement of PSRBs and/or industry/employers in the development and/or delivery of the programme. If you have used the Employer Consultation form in the New Programme Approval Procedure, append it to this form.
Projected Intake Include details of the projected intake over the first five years of the programme, and include minimum and maximum numbers for the programme to run.
Marketing Strategy

Recruitment Plans

Detail here what the plans are to market the programme to students. Consider how applications will be attracted and offers converted. If overseas students are being targeted, confirm that the visa office has been consulted to ensure there are no restrictions (e.g because of the delivery or format of the programme).

Fees, Income and Costs

Tuition Fees

Include detail of tuition fees for home and international students, including where they differ in each year of study, and whether they are to be paid by students termly or annually, and whether they differ from the standard fee structure and why. If the programme is also taught elsewhere, provide a comparison and commentary on this.

Scholarships and Bursaries

Include details of which University, School and/or programme level scholarships and bursaries will be applicable to the programme, and what value these are, and how applications will be assessed.

Other Student Costs

If there are additional costs or fees for students (e.g for trips, dinners or equipment, or required travel), please detail this here. Confirm how prospective students will be made aware of these costs, in accordance with the Admissions Terms and Conditions and CMA guidance.

Income and Expenditure

Complete full details of income and expenditure over the first five years of the programme – you may wish to use a separate budget sheet for this. Include any extra income that will be derived as a result of delivering the programme (e.g. external sponsorship).

Resourcing

Existing Resources

Please state the quantity of existing resources (e.g. staff, equipment and technology [including journals, books, VLE and computer software/programmes], teaching rooms/room hire, examination slots) which will be utilised in delivering the new programme.

Additional Resources

Please state the quantity and costs of additional resources (e.g. staff, equipment and technology [including journals, books, VLE and computer software/programmes], teaching rooms/room hire, examination slots) which will be required to deliver the new programme.

Supporting Documentation

List below any appended documents or additional documentation relevant to the Business Case

This Business Case should be submitted to the Executive Committee at the initial stage. Once approved by the Executive Committee, it should also be submitted to the relevant School SLTC and Board of Study as supporting documentation for the Programme Approval.

Date Approved by the Executive Committee	
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Date Submitted to the SLTC	
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