**Annex B Appendix B:**

**New Course Proposal to the Business Case Committee**

*Text in italics should be deleted and replaced with the relevant information*

# Information about the Course

| **Title of the Course of Study** |
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| **Subject Area** |
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| **Divisional Directorate Approval** |
| --- |
| *Name and date* |

| **Intended Start Date** |
| --- |
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| **Course Outline** |
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| *Provide a brief outline of the proposed course, including any new modules that will be required.* |

# Market Research

| **Market Research** |
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| *Provide a summary of the market research which has been conducted to support the application. This could include (but is not limited to):*   * *Analysis of the trends of potential feeder subjects e.g. A Level/BTEC subjects (gov.uk) or UG level (HESA) if appropriate.* * *Analysis of historic student number trends for the subject across the industry including demographics (HESA data).* * *Analysis of current trends of users’ behaviour on websites such as What Uni, CUG, Postgraduatesearch.com (IDP IQ Demand).* * *Analysis of historic and current competitive landscapes e.g. student numbers by competitors’ course (HESA data), locations, tariff, available options (UCAS), key selling points, fees, scholarships and course content.* * *Consideration of any potential internal competition from existing courses.* * *Consideration of impact (if any) of other external factors e.g., league table rankings, research and institutional reputation.* * *Information regarding employability and the potential labour market for graduates (this can impact demand) (ons.gov.uk, Prospects and AGCAS)* * *For assistance, please contact the Market Insight & Research team in MORA* [*marketinsight@kent.ac.uk*](mailto:marketinsight@kent.ac.uk)*.* |

# Strategic Fit of the Course

| **Brief Rationale for this Course** |
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| * 1. *What are the broad aims and outcomes of the course? How will the course address needs that are not currently met? How will the course differentiate itself from competitors, either existing or in the future? What is Kent’s strength in the current subject area?* |

| **Strategic Benefit to the University** |
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| *How does this proposal links to the University Strategy and Divisional Plan?* |

| **Compatibility with the Existing Curriculum Portfolio** |
| --- |
| *How does the course fit within any existing suite of courses and how does it relate to active areas of research work?*  *Provide an overview of the recruitment position,* [*continuation, completion and progression data*](https://www.officeforstudents.org.uk/data-and-analysis/student-outcomes-data-dashboard/data-dashboard/) *of courses in a similar subject area identifying any areas of risk or action. Where the subject area aligns with another Division, ensure that they also respond here.*  *Whether any courses or modules need to close to deliver this course and the impact of that.* |

# Financial Viability

| **Anticipated Student Numbers** |
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| *Detail* *the anticipated student numbers and the expected income.*  *Detail, when and how the course will reach a sustainable cohort.* |

| **Staffing Requirements** |
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| *How will the course be sustainably resourced (e.g. staffing such as tutors including new and reallocation of existing staff (academic or professional services), additional teaching, any training needed, etc?*  *If the course is shared across Divisions what mechanisms will be put in place to ensure suitable course management (both academic and administrative)?*  *Does the number of academic FTE staff per student ratio look realistic given the forecast student numbers? (please refer to the dashboard on Staff Connect[[1]](#footnote-2) for details of academic staff)* |

| **Physical and Digital Resource Requirements** |
| --- |
| *How will the course be sustainably resourced (e.g. teaching space, equipment, Library and IS provision)?* |

| **Student Academic Support** |
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| *How will academic student support for additional student numbers be resourced, both Divisional and Central?*  *Are there resources to support additional students’ use of facilities and careers services?* |

| **Resource Allocation** |
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| *Has the outlined resource allocation been agreed through the planning round? If not, how will any additional resource be funded?* |

# Value for Student

| **Course Appeal** |
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| *Why would a student want to study this course at Kent?*  *Include information about:*   * *Embedded Skills and Employability* * *Facilities* * *Industry and Partnership links* * *What is distinct about the Kent offer?* * *How does this align with the brand?* |

| **Graduate Employability** |
| --- |
| *What are the possible career destinations for your graduates?*  *Would employers be receptive to employing students who have completed this course?* |

| [**Kent’s Graduate Attributes**](https://www.kent.ac.uk/guides/grad-goals) **(UG Courses Only)** |
| --- |
| *How will the design of the course ensure that the students develop Kent’s Graduate Attributes?* |

# For QACO Use Only

| **BCC Decision** |
| --- |
| *[delete as applicable]*  The proposal is approved, with expedited recruitment (normally only for apprenticeships or validated courses).  The proposal is approved, and its start date will be the next entry point as applicable to the marketing and recruitment cycle for either UG or PG courses.  The proposal is approved, subject to any comments being addressed by the Division and approved by CASC.  The proposal is approved pending further clarifications and insight corroborating position which will be addressed via the Chair’s actions.  The proposal is not approved, but the Division can resubmit the proposal when the comments have been addressed.  That the proposal is not approved, and further resubmission of the proposal is not permitted. |

| **Outcome Date** |
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| **Any Relevant Comments** |
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| *Comments to be addressed by the Division, comments for CASC, BCC feedback if the proposal is rejected.* |

1. Access to colleagues will be available in Autumn 2023, please contact [qaco@kent.ac.uk](mailto:qaco@kent.ac.uk) if you require this information in the meantime. [↑](#footnote-ref-2)