**Annex C**

**Appendix E: Business Case Committee Application**

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

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| --- | --- |
| **Title of Course of Study:** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date of Application:** |  | | **Intended Start Date:** | |  |
|  |  | |  | |  |
| **Course Outline** | | | | | |
| *Provide a brief outline of the proposed course, including any new modules that will be required* | | | | | |
| **Strategic Benefit to the University** | | | | | |
| *This should refer to the University’s Strategy and priorities* | | | | | |
| **Basic Thematic Market Research Data** | | | | | |
| *Attach the market research documentation and provide a narrative on the data that has been obtained* | | | | | |
| **Financial Viability** | | | | | |
| *Provide a narrative on the financial viability of the course* | | | | | |
| **Recruitment** | | | | | |
| *Provide an overview of the recruitment position, giving details of strategy, strengths and potential areas of weakness* | | | | | |
| **BCC Decision** | | | | | |
|  | Tick | Deadline for completion of Market Research | | Deadline for return to BCC for consideration | Proposed launch date |
| **Priority 1** |  | *N/A* | | *N/A* |  |
| **Priority 2** |  |  | |  |  |
| **Not approved** |  | *N/A* | | *N/A* | *N/A* |
| **Permission to Market Course** |  |  | | | |
| **Date of Decision** |  | | | | |
| **BCC Notes:** | *Any key requirements or comments from the approval by BCC should be recorded here* | | | | |
| **Date Division/School Notified:** |  | | | | |
| **Date MORA Notified:** |  | | | | |

**Notes:**

* Priority 1: Approve “Out of Cycle” – proposal can immediately progress to QA approval stages and launch at the first available entry point.
* Priority 2: Approve “In Cycle” progress. BCC can give permission for the new course to be marketed at this point, in order to meet marketing publication deadlines. Once full market research has been conducted the proposal will be resubmitted to the BCC for consideration for final approval. Once approved, the proposal can progress to the Curriculum Development phase.
* Not approved: course not viable for Kent. Division to be given feedback.