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| **Programme Proposal****Version 2020:1** | Description: A1_RGB |
| The Programme Proposal must be submitted to your College Planning “account manager” by the end of August, for new programmes intended to admit students two year later. The Academic Strategy Group will consider strategic approval of new programme proposals at its September meeting.For detailed information on the process for approval of new programmes, please refer to Code 08: Programme Approval, Monitoring and Review. The following support is available to assist with compiling the necessary information:* College planning “account manager”:
	+ Strategic alignment (B1)
	+ Market context (B2)
	+ Tuition fees (C1)
	+ Fully costed resourcing plans (C2)
* Marketing
	+ Brief description of programme for marketing material (A8)
	+ Marketing strategy (B3)
	+ Recruitment forecasts (B6)
* Other professional services, where relevant
	+ Resource requirements from professional services (C3)
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| **Section A. Summary of the Programme** |
| 1. Title of Programme
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| 1. Level of award (e.g. BA, MSc, Cert HE, PG Dip etc)
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| 1. Mode of and duration of study (refer to fee/loan regulations where appropriate)
 | Full-time  | Yes/No\* | Duration: |
| Part-time | Yes/No\* | Duration: |
| 1. Planned start date
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| 1. School presenting the programme
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| 1. Programme Lead appointed
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| 1. Does the programme include:
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| 1. Collaborative or distributed provision, or Elements delivered at locations away from the University’s campus or involving second or third parties.
 | Refer to the Code of Practice for Collaborative Provision for additional requirements.  |
| 1. Compulsory year abroad.
 | Yes/No\* |
| 1. Compulsory placement or work experience.
 | Yes/No\* |
| 1. Distance or blended learning.
 | Yes/No\* |
| 1. Significant elements delivered by staff who are not full-time employees of the University.
 | Yes/No\* |
| 1. A requirement for compulsory accreditation by a professional, statutory or regulatory body.
 | Yes/No\*Accrediting body: |
| 1. Students commissioned and funded by a third party.
 | Yes/No\*Commissioning/funding body: |
| 1. A brief description of the programme.

(This should be written in a format that is suitable for inclusion in marketing material (e.g. prospectus, website); support is available from Marketing to assist with this.) |
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| **Section B. Strategic rationale for the Programme** |
| 1. Strategic alignment
* Describe how the proposal aligns to the University’s strategic plan:
	+ Sustaining and progressing research excellence
	+ Sustaining and progressing a broad-based, research- or practice-informed curriculum portfolio
	+ Sustaining and progressing an excellent student experience
	+ Sustaining and progressing people and talent
	+ Sustaining and progressing efficiency and effectiveness
* Describe how the proposal aligns to the most recent strategy document submitted by the School as part of the academic planning round.
* Outline how the programme proposal is aligned to the University’s Sustainability Strategy and the framework of the Well-being of Future Generations (Wales) Act 2015 http://futuregenerations.wales/about-us/future-generations-act/.
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| 1. Market context
* What market intelligence has been considered to inform this proposal?
* Who are current competitors and how will this offer distinguish itself in the marketplace?
* What are the relevant student recruitment trends?
* What market position or quality profile does the University occupy in this specific subject area (e.g. league table ranking, research profile, or relevant links with specific employers, associations etc.)?
* Any other established or emerging market factors that may be relevant (e.g. CPD requirements, emerging technologies, growth of a particular economic sector, growth in professionals requiring this particular qualification)?
* What career paths might this be an attractive course for?
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| 1. Marketing strategy
* What entry requirements will be set and how do these compare with those of competitors?
* Who are the target students; will the course mainly target UK or overseas students; will the offer target specific (national or international) geographic markets?
* How will the course reach its target market?
* Will the course require any specific (e.g. non-standard) marketing activities/support?
* Who has been consulted in developing the marketing strategy?
* Are any partner organisations, professional/academic networks, agents etc. part of the marketing strategy?
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| 1. Relationship to existing provision
* Does the proposed programme overlap with existing provision?
* Does the proposed course substantially/wholly replace existing provision?
* How many of the modules are existing / new?
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| 1. Consultation with industry and relevant professional organisations/bodies
* Who has been consulted with during the development of the programme (internal and external, e.g. students, employers, PSRBs, partner organisations, other stakeholders)?
* How have their recommendations been incorporated into the proposal?
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| **Section C. Business rationale for the Programme** |
| 1. Income generation
* What level of student recruitment is likely to be achievable?
* Tuition Fees:
	+ University fee schedule available online:

https://www.bangor.ac.uk/student-administration/fees/ * + All Home/EU, full-time UG fees are currently capped at £9k
	+ How does the proposed fee compare against that of competitors?
* If the course is to be funded by a contract rather than tuition fees, provide details of how this will operate
* Any other relevant income generation associated with the course?
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| 1. School resources
* Does the School have sufficient resources to deliver the new programme, both in terms of academic expertise and capacity for supervising/dissertations/field-courses etc.?
* What additional staff are required (FTE, grade)?
* What additional non-staff resources (e.g. subject-specific equipment; marketing material costs; travel and subsistence; agents commission; scholarships or bursaries) are required (costed, £k)?
* Are any additional resource requirements consistent with resource forecasts in the School’s most recent planning round submission?
* For significant developments a detailed, fully costed plan will be required to accompany this proposal.
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| 1. Resources requirements outside the School
* Will the course have any impact on University resources and have relevant central services been consulted (e.g. Timetabling, IT, Library, Admissions – particularly think about this if the course has any “non-standard” elements (e.g. start dates, study patterns))?
* Are any additional physical estate resources required e.g. specialist teaching facilities, storage for portable equipment, housing for static equipment?
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| **D. Authorisations**Any new Joint or combined Honours programme must also be signed off by the other School involved. |
| Authorisation by Head of School(s) |  |
| Authorization by Dean(s) of College |  |
| Authorisation by College Director of Teaching & Learning  |  |