

PRO FORMA FOR NEW BUSINESS PROPOSALS

The following criteria must be satisfied before any new business proposals can be considered. Proposals will not be considered at Business Development Committee, or by Chair's Action, unless these criteria are applied.

Strategic Relevance

Strategic relevance needs to be demonstrated. This may be with reference to -

- The unit plan
- A plan for academic strategy/curriculum development
- The marketing strategy plan
- OUW strategic plan

Political Acceptability (including ethics)

- take account of political and ethical considerations, including those raised within the School, e.g. by Ethics Committee or Programme Committees

Academic and Pedagogic Integrity

Projects should:

- have minimum student numbers from an academic point of view e.g. 50 initially for the start of an MBA presentation
- maintain the integrity of the course
- have acceptable assessment procedures
- have acceptable admission criteria
- be supported by an acceptable student support network
- have tutors available
- encompass acceptable tutor selection, training, monitoring
- have an appropriate delivery pattern

Operational Feasibility

Projects should incorporate acceptable procedures for registration, distribution of materials, appointment of tutors, residential schools, assessment, accreditation and payment, credit transfer.

A schedule of activities should make explicit 'who does what' in partner agreements.

- Organisational dimension
- Assessment of School's capacity to take the proposal forward, to include a checklist of activities to be undertaken, who by, timescales

Financial Viability

All projects should have a clear project costing, including:

- statement of financial objectives
- forecast income stream (indicating proposed fees and student numbers)
- forecast direct costs
- estimate of indirect costs
- clear payment terms and conditions
- clarity and acceptability of financial risk and means of transferring residual risk from the School onto the project 'client' e.g. by stipulating payment for an agreed minimum number of students, whether or not the eventual numbers reach this target
- statement on the likelihood of achieving student number targets
- minimum number of students
- currency viability (where appropriate)
- projects should have minimum student numbers over the forecast life of the project from a financial point of view e.g. a minimum of 50 students per programme.

Risk Assessment

This should cover issues of risk in region, partner, economic (currency) as well as cover the implications for ongoing commitment or de-committing.

Account Management

- proposed placement of the project within the School.
(Example: LSU, other service delivery area).