Course Business Plan



**Business Plan for a Course being (re)accredited**

**Proposed by:**

* **New course proposal**
* **Existing Course Review**

**Write a brief description of the course.**

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**Why does the College need this new course?**

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**Please list the school/s that will have teaching load in this course.**

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**Which school is primarily responsible for administering the course?**

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**Does this course use existing units or require the introduction of new ones?**

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**Does the course overlap with any existing course currently offered by the College?**

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**How does the course benefit the College and the community? Please provide a brief statement.**

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**How does the course fit within the College’s Strategic Plan and Mission, Vision and Values?**

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**What are the developmental costs associated with the course?**

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**What new resources are required to deliver the course?**

**(academic staff, professional staff, equipment, space, library and IT)?**

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**Where will the students in the course come from?**

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**What are the estimate enrolment number over a 5-year period?**

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**What is the intended mix of Australian and International students in the course?**

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**What is the size of the potential market? Has any market research been conducted specifically in relation to this course?**

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**What is the anticipated implementation date for the proposed course?**

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**Please provide a Risk Analysis of the proposed course, including the likelihood of each risk occurring and mitigation strategies, using the table below.**

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|  | **Risk Likelihood** | **Mitigation Strategy** |
| **Risk to revenue**  What is the likelihood of falling short of the projected student load by a significant margin? | Slim  Unlikely  Possible  Likely  Almost certain |  |
| **Risk to reputation**  What is the likelihood that this course will create a negative perception in the marketplace? | Slim  Unlikely  Possible  Likely  Almost certain |  |
| **Risk to other pathways**  What is the likelihood that this program will take market share from other courses at the College? | Slim  Unlikely  Possible  Likely  Almost certain |  |
| **Other (please specify)**  *No other risks have been identified.* | Slim  Unlikely  Possible  Likely  Almost certain |  |

**12. Please fill out the Financial Planning model for the course**

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| **Course:** |  |  | |  |  |
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|  | **2018** | **2019** | **2020** | **2021** | **2022** |
| **Actual/Potential Enrolment (Units)** |  |  |  |  |  |
| **Fee per unit** |  |  |  |  |  |
| **Total Income** |  |  |  |  |  |
|  |  |  |  |  |  |
| **Staff Salaries Directly linked to this Course (do not include below)** |  |  |  |  |  |
| **Distinct units taught by permanent faculty** |  |  |  |  |  |
| **Distinct units taught by sessional faculty** |  |  |  |  |  |
| **Teaching cost of units distinct to this course** |  |  |  |  |  |
| **Shared units taught by permanent faculty** |  |  |  |  |  |
| **Shared units taught by sessional faculty** |  |  |  |  |  |
| **Teaching cost of units shared with other courses** |  |  |  |  |  |
| **Admin and Resource Costs ($500 per Unit)** |  |  |  |  |  |
| **Direct Marketing costs** |  |  |  |  |  |
| **Development costs** |  |  |  |  |  |
| **Total Expenses** |  |  |  |  |  |
| **Net profit/loss** |  |  |  |  |  |
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