BUSINESS CASE

New Higher Education: award course or major; delivery location/partner; or new mode of delivery.

This template must be completed to provide an outline of the Business Case for a new Higher Education: award course or major; delivery location; delivery partner; or new mode of delivery. This includes proposals to replace existing courses with substantially different offerings. This template is **NOT** required for the addition of nested qualifications to existing courses *(for example, a diploma that comprises the first year of an existing bachelor degree)* or for non-award courses (refer to [Non-Award Course template](https://policy.vu.edu.au/download.php?associated=1&id=931&version=1))

For suites of courses or offers that are interrelated, separate Business Cases would not be required if the evidence of demand and competition is similar. However, the Course Evaluation Template for financial modelling must be completed.

Following endorsement from the Dean *(Proposing College)* or Director, Transnational Education Partnerships *(for VU Sydney, offshore and partnered delivery)*, this document must be submitted to the Governance and Secretariat inbox ([gov.sec@vu.edu.au](mailto:gov.sec@vu.edu.au)) for presentation to the Concept Proposal and Business Case (CPBC) Evaluation Panel for consideration.

If the Business Case is endorsed by the Evaluation Panel, the Business Case will be submitted to the Provost and Deputy Vice-Chancellor Research for consideration and move into the curriculum development phase before being considered by the College Advisory Committee (CAG), Courses Committee, Academic Board and ultimately the Vice-Chancellor for approval. Refer to existing [Courses Lifecycle Policy](https://policy.vu.edu.au/document/view.php?id=6) and [Procedures](https://policy.vu.edu.au/browse#C).

*Note: The level of evidence required depends on the uncertainty that surrounds the proposal. For an offer that is delivered widely by competitors; involves the addition only of a minor number of units; has obvious student demand through VTAC or equivalent; has significant backing by industry; doesn’t require accreditation;* or, *will not be delivered to international students, or delivered by a third party – the level of evidence required can be adjusted accordingly. Suggested guidance as to the level of detail expected would be given at the concept proposal stage. Further, the level of evidence can be adjusted accordingly for a new mode of delivery.*

Courses must not proceed to development prior to completion of the specified review and endorsement process.

Refer to [Courses Lifecycle – Concept Proposal and Business Case (HE) Procedure](https://policy.vu.edu.au/document/view.php?id=394).

|  |  |
| --- | --- |
| **SECTION 1: PROPOSAL DETAILS** | |
| **AQF Leve**l: Choose an item. | **Course Offered**: Choose an item. |
| **Undergraduate**: Choose an item. | **Postgraduate**: Choose an item. |
| **Other Award Type**: Choose an item. | **Adding a Major**: Choose an item. Supply Code: |
| **New Delivery Location**: Choose an item. | **New Mode of Delivery**: Choose an item. |
| **Enrolment Type:** Choose an item. | **CRICOS Code**: Choose an item. |
| **Includes nested qualifications**: Choose an item. | **Requires professional accreditation:** Choose an item. |
| **Is the course in line with existing course architecture rules?** Choose an item. | |
| Proposing College: | <insert text> |
| Proposed Course Title: | <insert text> |
| Proposed Start Date: | <insert text> |
| Where the Proposal involves partner delivery (interstate or overseas), Transnational Education Partnerships must be engaged as part of this initial evaluation. | |
| Proposed Location/Partner(s): | <insert text> |

|  |
| --- |
| **SECTION 2: HE AWARD, MAJORS, DOUBLE DEGREES, DOUBLE QUALIFICATIONS AND DUAL AWARDS** |
| 1. Summary rationale for the introduction of the new offering, including relevance to the [University’s Strategy](https://www.vu.edu.au/about-vu/vice-chancellor/vision-mission) (up to 500 words). Please include an overview, if relevant, of how the course will contribute to the University’s [Planetary Health initiative](https://www.vu.edu.au/planetary-health). |
| <insert text> |

|  |
| --- |
| 1. Course Outline (please state if the course features Work Integrated Learning, Capstones etc). |
| <insert text> |

|  |
| --- |
| 1. Details of proposed course structure (may be presented in an image if appropriate). |
| <insert text/image> |

|  |
| --- |
| 1. If an exception to course architecture rules is requested, please provide reasoning. Valid reasons include:  * Student feedback suggested unit selection flexibility is key to selecting the course * Without these options, demand will be curtailed putting viability of course at risk * Plans in place to minimise proliferation of new low volume units. |
| <insert text> |

|  |
| --- |
| 1. Details of the suitability of the proposed course plan to rolling enrolment. |
| <insert text> |

|  |
| --- |
| 1. Due to current circumstances (COVID-19), it is anticipated that a high percentage of a course will need to be offered via Digitally Enhanced Remote Delivery (DERD) or offered through VU Online for the foreseeable future. 2. What percentage of the proposed course can be offered via DERD as opposed to face-to-face delivery? 3. How many units will require face-to-face delivery in order to utilise labs, specific equipment or other necessary requirements for completion of the unit? Please list. 4. How will assessment tasks be conducted? 5. Does the course require practicum placements? |
| <insert text> |

|  |
| --- |
| 1. Type of cohort that the offer/course is pitched towards, (i.e. school leaver, part-time student, international student, professional person). What is the offer’s key selling points? (This will assist marketing around the key features of the product). |
| <insert text> |

|  |
| --- |
| 1. Details of proposed cross-College units, including evidence of consultation with other Colleges. |
| <insert text> |

|  |
| --- |
| 1. If applicable: 2. Summary of internal pathways and relationship to existing VU award or non-award courses. 3. Summary of external pathways and relationships to existing off-shore and partner award or non-award courses. |
| <insert text> |

|  |
| --- |
| 1. Details of any nested and exit qualifications (exit points) within the proposed new award course or major. |
| <insert text> |

|  |
| --- |
| **SECTION 3: EVIDENCE OF DEMAND, COMPETITION & JOB/GRADUATION OUTCOMES**  *(Consultation with Data Insights is not required again if already consulted with Data Insights for completion of the Concept Proposal)* |
| 1. Summary evidence of demand: 2. Demand analysis must show new demand, rather than taking student enrolments from existing VU courses. 3. Evidence may include details of VTAC and other offers made for similar courses in Victoria and/or evidence of industry growth or change. If the proposal relates to international cohorts, demand in other states can be shown. Tailor evidence to cohort that the offer is pitched towards. 4. Level of evidence needed depends on how “radical” the offering is. If the Business Case relates to a different delivery method, (i.e. online, DERD versus face-to-face) or is an additional major, evidence required is less than a brand new offer not seen before.   *Please note: consultation must occur with VU Online for delivery to be completely online.* |
| *Important Note: Completion of Section 3 is NOT required for VU Sydney or overseas delivery, please refer to Section 4.*  <insert text> |

|  |
| --- |
| 1. Competitor analysis, i.e. who else delivers the same or similar courses in Victoria/ Australia? |
| <insert text> |

|  |
| --- |
| 1. Evidence regarding the employment and other graduate outcomes expected from the new award course or major. Evidence may include: 2. Employment and job vacancy figures within the industry or professional discipline related proposed award course or major. 3. Details of new industry expansions, initiatives or government policy and funded projects, which are anticipated to generate new demand for skilled workers. 4. Expert opinion from industry peak bodies or research bodies indicating employment trends or outcomes. 5. Details of how the content and coverage of the proposed award course or major aligns with the needs and expectations of relevant industries or disciplines. 6. Professional accreditation or industry recognition, if relevant. 7. Other information as directed.   *Note: This may not be required in detail if sufficient competition and demand detail has been provided under a) and b above).* |
| <insert text> |

|  |
| --- |
| **SECTION 4: INTERSTATE OR OVERSEAS DELIVERY** *(Please delete Section 4 if NOT relevant)* |
| *This section relates to the proposed delivery of an existing award course interstate or overseas. If the proposed award course or major is new, the requirements of section 2 must be completed in addition to this section.* |
| 1. Details of the planned institutional partner/s, including: 2. Alignment with the requirements of the Third-Party Arrangements Policy and Procedure. 3. A summary of the due diligence conducted. 4. Any existing Memorandum of Understanding (MoU) or contractual arrangements with the proposed partner/s and their current status. (Indicative schedules should be attached). 5. Background information for the partner institution, including the legislative status in the home country. 6. Legislative requirements for offering a course in the host country, if any. 7. If the partner institution qualification constitutes part of the delivery (as pathway or dual awards), the AQF equivalent level as guided by the Department of Education and Training Country Education Profiles. |
| <insert text> |

|  |
| --- |
| 1. A summary rationale for the introduction of the new delivery location, including relevance to the College’s goals. |
| <insert text> |

|  |
| --- |
| 1. Summary evidence of demand in that market for that provider, (e.g. details of market analysis; evidence of industry growth or change). |
| <insert text> |

|  |
| --- |
| 1. Professional accreditation or industry recognition (if relevant). |
| <insert text> |

|  |
| --- |
| 1. Competitor analysis, i.e. who else delivers the same or similar award course or majors in the proposed location? |
| <insert text> |

|  |
| --- |
| 1. Evidence regarding the employment and other graduate outcomes expected from the new award course or major *(refer Section 3C for examples).* |
| <insert text> |

|  |
| --- |
| 1. Risks and how these will be mitigated. |
| <insert text> |

|  |
| --- |
| 1. Details of award course or major profile: 2. Summary of internal pathways and relationship to existing VU award courses. 3. Summary of external pathways and relationships to existing off-shore and partner award courses. |
| <insert text> |

|  |
| --- |
| 1. The proposed delivery mode and breakdown of responsibilities for delivery. |
| <insert text> |

|  |
| --- |
| **SECTION 5: JOINT AWARDS** |
| The Business Case for Joint Awards must be prepared and presented to University Council in the first instance, to obtain approval for use of dual badging on a VU testamur, or for VU to be dual-badged on a testamur issued by another institution.  Please see the [**Credit – Dual and Joint Awards Procedure**](https://policy.vu.edu.au/document/view.php?id=408) for further details about this process. |

|  |
| --- |
| **SECTION 6: FINANCIAL MODELLING** |
| Financial modelling must be included with the Business Case:   * Financial modelling must be performed using the Financial Modelling Tool. Please complete the * [Course Evaluation Template](https://intranet.vu.edu.au/Finance/FinanceForms.asp); and, * [Course Evaluation Template Approval Form,](https://intranet.vu.edu.au/Finance/FinanceForms.asp)   Web Link - [**https://intranet.vu.edu.au/Finance/FinanceForms.asp**](https://intranet.vu.edu.au/Finance/FinanceForms.asp)   * You must consult with you relevant College Finance Business Partner and the Planning and Performance department (for load estimates). * Please copy and paste the ‘**Detailed Financials Tab’** from the spreadsheet into the box below. |
| <insert the Detailed Financials Tab from the Course Evaluation Template> |

|  |
| --- |
| **SECTION 7: IMPLEMENTATION PLAN** |
| 1. A high level Implementation Plan must be provided to the CPBC Evaluation Panel, which includes details of the following: 2. The anticipated date the course will be entered into the Course Approvals and Management System. 3. The anticipated date that the proposal will be submitted to College Course Advisory Group. 4. The anticipated date the course will be considered by Academic Board. 5. The anticipated date the course will be ready to commence enrolments. 6. A brief summary of intended marketing initiatives. |
| <insert text> |

|  |
| --- |
| 1. If additional resources are required to develop the program, they must be identified. Availability and the costs of the additional resources must also be listed. |
| <insert text> |

|  |
| --- |
| **SECTION 8: EXIT STRATEGY** |
| 1. If the course is not successful and does not meet targets: 2. What remediation activities will be undertaken at the end of its first year of operation? For example, improved content, increased marketing and/or adjusted expectations. 3. What would be required at the end of Year 2 or 3 if it continued to not meet expectations? For example, teach-out of units, transfer students to similar courses or transfer students to other institutions.   The Exit Strategy must include what the trigger point would be for these actions, (i.e. not meeting 50 per cent of Year 1 target, not meeting 50 per cent of Year 3 target, mitigation in Year 1 doesn’t result in improvement).  *Note: The level of detail required will depend on the level of resources and costs involved in its development.* |
| <insert text> |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SECTION 9: CONSULTATION** | | | | | |
| Evidence of consultation with relevant stakeholders should be presented as part of the Business Case.  Please complete relevant sections below (insert additional rows if required): | | | | | |
| Any other College involved in delivering any units which form part of the proposed new HE Award course or major course, new delivery location/partner for a course or new mode of delivery | | | | | |
| Name | | Position & College | Date | Comments | |
|  | |  |  |  | |
| First Year College *(mandatory)* | | | | | |
| Name | | Position & College | Date | Comments | |
|  | |  |  |  | |
| VU Polytechnic *(for pathways)* | | | | | |
| Name | Position | | Date | | Comments |
|  |  | |  | |  |
| Planning and Performance *(load estimates in the financial modelling tool)* | | | | | |
| Name | Position | | Date | | Comments |
|  |  | |  | |  |
| Finance *(for completion of financial modelling)* | | | | | |
| Name of College Finance Business Partner | | | Date | | Comments |
|  | | |  | |  |
| Data Insights *(for demand, competition and job/graduate outcomes – consultation may have occurred at the Concept Proposal stage. Please still include details.)* | | | | | |
| Name | Position | | Date | | Comments |
|  |  | |  | |  |
| VU International *(for International onshore)* | | | | | |
| Name | Position | | Date | | Comments |
|  |  | |  | |  |
| Transnational Education Partnerships *(for VU Sydney, offshore and partnered delivery)* | | | | | |
| Name | Position | | Date | | Comments |
|  |  | |  | |  |
| Relevant Support Units *(e.g. Academic Quality and Standards, Student Services, Student Administration, Connect Learning, Future Students & Marketing, Library, ITS, Facilities)* | | | | | |
| Name | Position & Support Unit | | Date | | Comments |
|  |  | |  | |  |
|  |  | |  | |  |
|  |  | |  | |  |
| VU Online *(please note: consultation must occur with VU Online for delivery to be completely online)* | | | | | |
| Name | Position & Organisation | | Date | | Comments |
|  |  | |  | |  |
| Any partner institutions within Australia or overseas who have a role in delivery of the proposed new HE Award course or major course | | | | | |
| Name | Position & Institution | | Date | | Comments |
|  |  | |  | |  |
|  |  | |  | |  |
| For professionally accredited award courses or majors, accrediting body advice must be sought and included within the Business Case. | | | | | |
| <insert text> | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SECTION 10: ENDORSEMENTS AND APPROVALS** | | | | |
| Data Insights | Consulted | Yes  No | Date |  |
| College Finance Business | Consulted | Yes  No | Date |  |
|  |  |  |  |  |
| Dean (Proposing College) | Endorsed | Yes  No | Date |  |
| Name |  |
| Signature |  |
| Director, Transnational Education Partnerships  *(for VU Sydney, offshore and partnered delivery)* | Endorsed | Yes  No | Date |  |
| Name |  |
| Signature |  |
| CPBC Evaluation Panel | Endorsed | Yes  No | Date |  |
| Name |  |
| Signature |  |
| Provost and Deputy Vice-Chancellor Research | Endorsed | Yes  No | Date |  |
| Name |  |
| Signature |  |