The University of Law – Business Case Template: Academic Partnerships

This document should be completed within 1 month of Executive approval of the Product Concept for the partnership.

Programme (Please take from 'New Programme Concept Document')

Who is the partner institution?   Click here to enter.

What academic award(s) (if any) does this partnership involve?   Select an award.
If 'Other', enter award.

Is this programme a new programme, variation on existing programme or replacement of existing programme?   Choose an item.
If 'variation on existing course' or 'replacement of existing course', describe here.

Who is the Partnership Director?   Click here to enter.

Estimated start date   Click here to enter.

Executive Summary

Benefits/Risks/Project Summary

1. **Please describe the new partnership and explain what the potential benefits are (what would it improve?) and how you might measure this benefit.**
   Possible benefits might include: cost savings, increased revenue, improved student/staff experience, staff capacity savings/increased staff productivity/reduction in time taken to complete a process, staff upskilling/development, improved compliance with external bodies, and enhanced brand reputation with students/firms/regulators

   Click here to enter (you may be able to copy this from the Product Concept document).

2. **Please describe what the potential risks of launching this partnership are, and what the potential risks of not launching this partnership are.**

   Click here to enter.

3. **Please list the people (both ULaw and external, if applicable) who will be involved in the delivering the new partnership.**

Name	Title	Department	Project Role

4. **Please list the people who have been consulted during the development of this Business Case.**

Name	Title	Department	Document Section(s)

5. **Please describe the dates of the following actions for an academic partnership.**
   This will form the basis of the full project plan if the Executive approves of this business case.

   For a new academic programme:

Action	Date
Definitive Programme Document completed (for Programme Approval)	
Programme dates confirmed	
Programme (and partnership, if applicable) approval	
Tier 4 visa and Specific Programme Designation documents completed	
Marketing activity commences	

Fee, fee schedule, loans (if applicable) and T&Cs confirmed	
Applications open	
Programme delivery commences	

Market/Product Analysis

6. **Please summarise the proposition, including who the target students are and why students might choose to study this programme.**

   Click here to enter.

7. **Please describe the market for this programme, including the size of the target market, any recent trends in this market, the key competitors and our likely market share. Please describe the assumptions made or evidence used to estimate our likely market share.**

   Click here to enter.

8. **Please describe the fee and revenue sharing arrangement and describe the rationale used to reach these. You may wish to describe comparison versus existing partnership arrangements, competitor fee levels or target profit levels in light of the costs in the attached financial model. Please consult with Marketing and Finance as necessary**

   Click here to enter.

Financial Analysis

Please attach the financial model to this business case.

Please liaise with your Finance Business Partner to develop the financial model.

9. **Please state in which academic year the first students are expected to be recruited under your financial model:**
   Enter academic year

   From your completed financial model, please complete the table (using the base case figures):

	Y1	Y2	Y3	Y4	Y5
Number of students					
Revenue (£k)					
Gross Margin (£k)					
EBITDA (£k)					
Gross Margin (%)					
EBITDA (%)					
One off costs					

Submitted to the Executive Board on:	Enter submission date
Approved by the Executive Board on: (Please attach the minutes as evidence of approval)	Enter approval date

Appendix 1: Programme Outline

1.1 What is the programme title?   Click here to enter.

1.2 Is this programme delivered with a partner?   Select an answer.
If 'Yes, please specify here.

1.3 What academic award (if any) does this programme lead to?   Select an award.
If 'Other', enter award.

1.4 Are students allowed to select an award?   Select an answer.
If 'Yes', please specify here.

1.5 Is this programme a new programme, variation on existing programme or replacement of existing programme?   Choose an item.
If 'variation on existing course' or 'replacement of existing course', describe here.

1.6 What is the programme length?   Select a programme length.
If 'Other', enter duration.

1.7 What is the study mode?   Select a study mode.

1.8 What is the study format?   Select a study format.
If 'Other, please specify here.

1.9 Who is the Programme Manager?   Click here to enter.

1.10 Which faculty will this programme run under?   Choose an item.
If 'Other, please specify here.

1.11 If the programme is F2F, will the programme be delivered in the UK?   Select an answer.

1.12 If the programme is F2F, will the F2F programme involve Flying Faculty from ULaw?   Select an answer.

1.13 If the programme is F2F, will staff from the collaborative partner be delivering part or the whole of the programme?   Select an answer.

1.14 Please describe the location(s) this partnership will be delivered in.   Enter location(s).

Completed by   Enter name and title

Completed on: Enter date

Version history

Version	Amended by	Revision summary	Date
V1.0		Approval and publication	April 2018
V1.1	Senior Quality Officer	Change to the document coding convention	April 2020
V1.1	Registry Assistant	extension to term of approval of 2 years.	October 2021