

School managed non-credit bearing online course business case proposal

This business case proposal form is designed to help you scope out and explore the project's feasibility and to inform discussion with your Head of School. It will also help you reflect on any skills and/or knowledge gaps. Links are provided to important internal resources, with suggestions for where you can go for further advice/guidance.

Course title	
Course proposer/Lead educator [Name/School/Department/Function/email]	
Educator team Who are the internal & external experts who will be contributing to the course content? Who will be responsible for managing ongoing course Runs? [Name/School/Department/Function/Organisation/email]	
Other stakeholders Will any other colleagues or external stakeholders be involved in this project? [Name(s), affiliation, and role(s)]	
Collaborative partner Is the course a collaborative venture with an external partner? [Name of the organisation] Are you required to include the partner's branding together with UoR branding (co-branding) on the completed course?	
Funding	

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<p>Does the course come with any funding to cover course production costs, UoR staff time etc.?</p> <p>Is there funding available to market the course?</p> <p>[Details of the funding]</p> <p>Are there any conditions/restrictions around the funding?</p> <p>[Branding, copyright, course launch date, etc.]</p>	
Target launch date	
Duration [Total hours of learning?]	

Course scoping		Please provide answers in brief bullets.	Recommended contacts & useful internal resources
Driver/rationale			
	<p>What is the need, problem, or opportunity?</p> <p>What evidence is there for this need/problem/opportunity?</p> <p>What is the purpose of this course?</p>		
	How will this course support University/Department/ School objectives and/or initiatives?		
Target audience(s)			

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	<p>Who is the primary target audience?</p> <p>It may be helpful to think of a representative participant and consider the following details:</p> <ul style="list-style-type: none"> • Location • Age • Previous Study (level & subject) • Current employment sector • Level of Experience 		
	Is there a secondary target audience?		
The market			
	What information/evidence do you have about the market for this course?		School Marketing Business Partner & Market Research and Insight Data Officer
	How many enrolments are you aiming for? (e.g. per year, per course)		
Competition			
	<p>Are there any competing online courses?</p> <p>If so, provide a summary of the key differences between your</p>		<p>You may like to look at courses offered on other platforms:</p> <ul style="list-style-type: none"> • FutureLearn • Coursera

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	proposed course and each competitor		<ul style="list-style-type: none"> • EdX • Any subject specific LMS.
Language			
	<p>Is there a requirement for the course or part of the course content to be made available in language(s) other than English?</p> <p>If YES, which languages?</p>		
University Services/resource requirements			
	<p>Will you need to involve other parts of the university to develop/run this course (e.g. services, licences, library resources)?</p> <p>If yes, which ones, and have you spoken to the area concerned?</p>		
Endorsement &/or accreditation			
	<p>Are you planning to include any third-party endorsements and/or have the course accredited?</p>		

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	By which organisation(s)?		
	Will there be a direct cost for this?		
	How will this be funded?		
Course delivery			
	<p>What LMS (Learning Management System) are you planning to use to deliver the course?</p> <p>The University approved LMS are:</p> <ul style="list-style-type: none"> • Blackboard • Canvas • FutureLearn (FL) 		<p>School DTS BRM (Business Relationship Manager) Partner</p> <p>OCPM (Online Courses Programme Manager) for FutureLearn</p>
	<p>If not a University approved LMS, explain the rationale.</p> <p>[NB: You will need to seek prior approval from the University's TDA (Technical Design Authority) to use an alternative LMS.]</p>		Contact your DTS BRM in first instance
Course life			

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	<ul style="list-style-type: none"> • How many years do you envisage making this course available? • How many re-runs do you envisage managing within this period. 		
Legal requirements			
Rights & copyright	<p>You will need to ensure you have the necessary rights to reproduce all aspects of the course content for the first and subsequent runs/versions/ongoing use. Primarily, this will involve copyright clearance for external source material but also includes permissions in relation to any contributor-owned copyright, moral rights, performers' rights, and personal data rights that may subsist in audiovisual recordings, images or other content created and/or submitted for inclusion in a course.</p>		<p>Copyright & Compliance Officer</p> <p>The University's Code of Practice on Intellectual Property (and Copyright Policy) applies to all information used within the scope of University activity and relates to all material covered by relevant legislation.</p>

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	Do you have expertise within your School, or do you need additional support?		
Data protection	<p>Are you planning to include evaluation surveys in your course?</p> <p>Who will be responsible for managing the collection, secure storage and deletion of participant data? (e.g. course enrolment & survey data.)</p> <p>How will you ensure that participants are made aware regarding how their personal data will be used?</p> <p>If your course is for external participants (non UoR students) have you checked to find out what the requirements are for managing their data/data-protection?</p>		<p>IMPS (Information Management & Policy Services)</p> <p>IMPS – Data Protection</p>
Research Surveys	Are you planning to include a research survey in the course?		<p>Research Ethics</p> <p>School Research Ethics Committee</p> <p>Evaluation & Impact</p>

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	How will you ensure the survey meets the University's Research ethics requirements?		
Course agreement	If the course is an output from a collaboration with one or more external partners, are you aware this will require the University to set up an appropriate, collaborative course agreement?		Legal Services team
Resource planning	Staff costs		
First & subsequent course runs.	<ul style="list-style-type: none"> • How much time do you estimate will be required to complete and manage the first course run? • How much time do you estimate will be required to support subsequent runs? 		
Resource planning	Non staff costs		
First course Run – production costs	What is the total estimated production cost for creating the first course run (including VAT)?		<p>Examples of costs are:</p> <ul style="list-style-type: none"> • course films • transcription fees • creating/re-drawing diagrams, illustrations etc. • stock library image fees

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			<ul style="list-style-type: none"> • audio interviews/other digital learning resources • software licenses fees (i.e. Adobe suite, editing software, etc...) • translation costs (if required) • accreditation/endorsement fees • hiring UGs/PGs to create course content and/or maintain the course • hiring OC mentors to support the discussion boards
Subsequent course Runs – production costs	<p>What is the total estimated annual production cost (including VAT) for creating subsequent course Runs. [NB: The annual, ongoing costs for subsequent Runs are likely to be significantly less than Run 1]</p>		<p>Examples of costs are:</p> <ul style="list-style-type: none"> • film/audio updates • redrawing costs for any new /replacement diagrams/illustrations • stock library images replacement cost • annual software licenses fees (i.e. Adobe suite, editing software, etc...) • annual accreditation/endorsement fees, if required

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			<ul style="list-style-type: none"> • if required, translation costs for any new/updated content • hiring OC mentors to support discussion boards
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Approval confirmation

Signatory name [Head of School]	School	Signature	Date