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| **NEW PROGRAMME: PROOF OF CONCEPT FORM** | | |
| This form is designed to help you present an idea for a new academic programme to the **Programme Management Board**. The focus at this stage is on establishing viability and strategic alignment with the University. Please note each proposal is scrutinised by both academic and professional services board members based on the evidence you provide, as well as on your stated goals and aspirations.  If you have any questions or would like further information, guidance and support, please visit [Academic Quality Services](http://qualityservices.swansea.ac.uk/?page_id=356) or contact [academicprogrammes@swansea.ac.uk](mailto:academicprogrammes@swansea.ac.uk). | | |
| **Author of this document:**  (please include your name with prefix  and suffix and your role title) |  | |
| **PROGRAMME DETAILS** | | |
| **Title of Programme:** | | State whether BSc, MA or PhD, and whether full time or part time. |
| **Proposed Year of Launch:** | |  |
| **College(s)/School(s) Involved:** | |  |
| **Key Staff/Development Team:** | |  |
| **PROPOSAL** | | |
| **Proposal Outline:**  Explain what the programme is about in no more than 300 words. | | |
| Has the programme been identified in the College business plan? | | |
| Yes | | No |  |
| **TUITION FEES** | | |
| What are the proposed tuition fees for the programme? Please note that the fees agreed at this stage cannot be changed without further authorisation from PMB.  Home/EU - £  International - £ | | |
| **PARTNERSHIPS** | | |
| Will any partners be engaged as a part of this programme? Please provide their details, an outline of the relationship and why you are proposing to work with them. | | |
| **VIABILITY AND STRATEGIC ALIGNMENT** | | |
| **Reflecting on the available market intelligence, what is your assessment of the viability and sustainability of the programme?** | | |
| **To which University strategic goals does the programme contribute?**  *Select one or more. Please consult your College/School Director of Learning & Teaching or Research if you have questions about the strategic direction of the proposal.*   |  |  | | --- | --- | | Student Numbers |  |  |  |  | | --- | --- | | Internationalisation |  |  |  |  | | --- | --- | | Postgraduate Research |  |  |  |  | | --- | --- | | Income Diversification |  |  |  |  | | --- | --- | | Inclusivity, Widening Access & Public Benefit |  |  |  |  | | --- | --- | | Future Opportunity |  |  |  |  | | --- | --- | | Other |  | | | |
| **Please describe, with evidence, how the programme will contribute to these strategic goals**  You may also send additional materials via email to [academicprogrammes@swansea.ac.uk](mailto:academicprogrammes@swansea.ac.uk) | | |
| **What external expertise will you be engaging to support the design of the programme?**  This may include any combination of students, employers and external subject specialists. Please contact [academicprogrammes@swansea.ac.uk](mailto:academicprogrammes@swansea.ac.uk) *for additional guidance.* | | |
| **INVESTMENT AND RISK** | | |
| **What additional resources will be required to run this programme?**  This can include financial, human and/or estate resource. Provide evidence where appropriate. | | |
| **What are the key risks and benefits identified when developing and delivering this programme?**  *You may wish to use the SWOT and/or PESTLE analysis tools.* | | |
| **Are there any potential UKVI compliance risks in recruiting international students?**  Consideration from the Head of International Student Compliance is required. Please contact [studentcompliance@swansea.ac.uk](mailto:studentcompliance@swansea.ac.uk) for more information and support. | | |
| **What is the timeline for the development of this programme?**  Include any key internal or externally dependent deadlines, and an estimate of when the programme will need to be approved. | | |

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| APPROVAL | |
| **Signed by Head of College:** | **Date:** |
| **Signed by College Finance Business Partner:** | **Date:** |
| **Signed by International Student Compliance Officer:** | **Date:** |

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| **AUTHORISATION** | | |
| **Programme Management Board** |  |  |
| **Approved for Development** |  |  |
| **Approved for ‘Coming Soon’** |  |  |
| **Approved for full Marketing** |  |  |

