Key Partners

Potential partners:

- Employer Associations
- Students' Employers
- FE Colleges
- Co-operative College
- New Economics Foundation
- other NGOs/Think Tanks

Key Activities

Set up
- negotiate with University to develop policy and structure
- set up unit
- course development
- validation
- marketing
- identify/recruit core staff
- identify/recruit JIT staff

Operation
- marketing
- promotion/advertising
- recruitment
- admissions & enrolment
- delivery
- QA: evaluate & improve
- assessment & awards

Key Resources

Staff

Office space

ICT (cloud), development & support

Course materials (online)

Advertising

Staff Meetings

Staff computers

Governance Meetings

Course Offerings

Tentative programme name: "Innovation in... "
Student negotiates their programme with
a) employers
b) providers (us)

Work-focused learning through meaningful action inquiry.
see: http://www.tandfonline.com/doi/abs/10.1080/10494820701772710

Degree Courses:
- Certificate
- Diploma
- BSc/BA
- Masters
- PhD

Higher Apprenticeships
- Foundation
- L4
- L5
- L6
- L7

Student Relationships

Community of inquiry (online)

Learning sets (online)

Tutors also act as module leaders and facilitators of learning

Establishjing powerful, meaningful, sustained relatonships between students and teachers and between students

Modes of delivery

Online:
- Skype (tutorials)
- VLE (baseline level of entitlement)
  Present:
  - resources, instructions, references
  Conversation:
  - learning
  - negotiate
  - reflect
  - collaboration
  - mutual support
- Limited email
  (private comms, one-one)

Target Student Groups

Students in work full-time, for whom attending f2f is not an option.

so...
online learning is an attractive proposition (see ultraversity http://www.ultraversity.net/)

Drop out rate high for online courses.
From Ultraversity - c. 30%

For this business model:
150 intake cohort annually.
Target of 100 retained

Student must work in a context where they can undertake inquiry-based learning

This involves making a change at work, or developing an innovation, that is both wanted by the employer and the student is keen to undertake

Cost Structure

Staff =	£767,000
Office Space =	£20,000
ICT (cloud)=	£33,000
Course materials =	£8,000
Advertising =	£25,000
Staff computers =	£12,500
Staff Meetings=	£20,000
Governance Meetings =	£9,000
TOTAL =	£894,500

Revenue Streams

Intake of 150 drops to 100 students per annum.
When fully operational over 3 year -> 300 students
Fees per student = £3,500 per annum
Annual Income = £1,050,000

The Business Model Canvas: http://www.businessmodelgeneration.com
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