# Online Course Business Case Proposal

Before you complete this document, please review the Framework for Short Online Courses (Annex A below) and contact Nicky McGirr Online Courses Programme Manager to discuss your idea. ([n.mcgirr@reading.ac.uk](mailto:n.mcgirr@reading.ac.uk) )

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| **Course title** |  |
| **Course Proposer** (Name/School/Department/Function/Email) |  |
| **Here is an opportunity to provide a clear rationale for the course. Why do you want to make this course? What are you trying to achieve?** | |
| **A: Driver/Rationale**  [What is the need, problem or opportunity? What evidence is there for this need, problem or opportunity? What is unique about this course?]  **B: External/ Internal funding**  [Does this course proposal come with any funding (e.g., from external partner, research project). If relevant, please provide details.]  **C: Target audience**  [Please provide a brief description of your target audience. If your course is appropriate for more than one audience please list these in approximate order or relevance]  **D: Institutional and departmental strategic priorities**  [Please provide detail on how your course meets key University or Departmental priorities or initiatives]  **E. Impact – key measures of success**  [If this project is approved the Online Course team will set up a meeting to discuss the various data sets and ways in which we can evaluate the impact. In advance, it would be helpful to understand at a top-level what   1. success for this course would look like to you. 2. if there are any key requirements, we need to be aware of e.g., objectives included within funded bids.]   **F: Competitors**  [Please provide details of any competing courses you have found online and a brief summary of the key differences between your proposed course and any competitors. You may like to consider FutureLearn, Coursera, EdX and any subject specific LMS]    ] | |

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| **Here is an opportunity to tell us more about the course. What will the learner achieve from taking the course?** |
| **G: Overview of the course**  [Please provide a brief summary of the key topics you plan to cover in the course.]  **H: Learner outcomes**  [Describe the learning outcomes of the course (maximum 4-8) which would appear on a certificate. What knowledge and skills will the target audience gain from completing the course?] |

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| **Here is an opportunity to provide clear detail about the commitment and support for the course.** |
| *Designing, developing and running an online course involves a substantial and ongoing commitment of time. Although the most significant workload is planning and preparing the course materials in advance of the first run, a course will typically run on an ongoing basis for several years. If the course is approved, the Educator is required to be a point of contact for the OC Team during this extended period to support ongoing evaluation, minor updates and other course related tasks*  *note we are required to secure written confirmation from your HoS that they are aware of and supportive of you devoting the necessary time to create and support the course on an ongoing basis.*  **I: Your commitment**  [Please confirm you are willing to commit the above for a minimum of two years.]  **J: Your HoS**  [Please confirm that you have spoken to your HoS about this project. Please note we will require an email confirmation from your HoS that they are supportive before considering this proposal further.]  **K: It is important your SDTL is aware of this project and how it fits in with the wider priorities of the Department or School.**  [Does this course fit with any of the programmes within your Department, School or the wider University? Will it form part of a blended learning offering or will it be used as an optional, additional resource?] |
| **L: Lead Educator details**  [Give the name, email and phone number of the main person to contact re this proposal.]  **M: Other educators**  [Will any other colleagues or external stakeholders be involved in this project. Please provide their name(s) and their role(s)]  **N: Endorsement and Accreditation** |

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| [Please provide details of external bodies who could be approached to sponsor, endorse or accredit the course. Do you have a contact in any of these organisations? Please note there is often a fee attached for accreditation]. |
| **Here is your opportunity to share initial ideas for marketing the course and disseminating your research.** |
| *Targeted marketing is crucial for the success of an online course. IIt would be helpful in advance to understand who should be involved and any ideas you’ve had for promotion.*  **O: Marketing and outreach officers**  [Who is the marketing and outreach officers for your School? Have you already discussed your idea for this proposed course with them?]  **P: Promoting the online course**  [Do you have any initial ideas for promoting the course? This may include upcoming key events or published works, following up with any of your key contacts in external organisations etc.]    **Q: Sharing best practice across the University and wider**  [How will the outcomes and impact of the work be disseminated? Are you planning to publish a paper about the course?]  **Please send your completed form to Nicky McGirr Online Courses Programme Manager:** [**n.mcgirr@reading.ac.uk**](mailto:n.mcgirr@reading.ac.uk) |