Programme Development Business Case

[Project Name]

By

xxx

Version 1.0

Day Month Year

Document Control

* 1. Distribution

|  |  |
| --- | --- |
| **Title** | **Name** |
| *e.g. Head of School X* |  |
| *Director – Business Performance* |  |
| *Director - Industry* |  |
| *Director – Marketing & Communications* |  |
|  |  |

* 1. Document Approval Sign off

|  |  |  |  |
| --- | --- | --- | --- |
| **Role** | **Name** | **Signature** | **Date** |
| *Portfolio Leadership Group* |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| *Comments:* | | | |

1. Summary of programme development request
   1. Proposal

*(to develop and deliver XX)*

* 1. Recommendations

*(state what you need the PLG to approve, ie the qualification plus the development cost, time, staff etc as detailed in the financial section)*

That the Portfolio Leadership Group approves the following investment for ……

1. What is the problem?
   1. Meaningful problem to solve/ problem statement

*What problem(s) is your development going to solve?*

1. Unitec strategy
   1. Alignment to Unitec’s [Manaakitia te Rito](https://thenest.unitec.ac.nz/TheNestWP/wp-content/uploads/2019/11/Manaakitia-te-Rito-2019-2022.pdf)

*How does your idea support the realisation of Unitec’s Renewal Plan?*

*Found here: https://thenest.unitec.ac.nz/TheNestWP/wp-content/uploads/2019/11/Manaakitia-te-Rito-2019-2022.pdf*

1. Who is your target market?
   1. Where will potential customers come from? (eg sector, location, channel)

*Identify a group(s) of potential customers who share common characteristics and who all have a similar reason to buy your product/service.*

* 1. What is their demographic profile?

*Age, ethnicity etc - Unitec personas if known*

* 1. Who are the influencers, stakeholders and decision makers?

*eg HR, parents, career advisors: who is the individual that will decide whether your customer will buy your product/service?*

1. What are we offering?
   1. Overview of the programme or qualification

*What is your product/service/ qualification? (Details of summary above in point 2.)*

* 1. What is the value proposition?

*What is the compelling reason(s) why a customer will enrol?*

* 1. Is this an existing or a new product in the market?

*Comment on engagement with subsidiary ITPs and comparable programmes in the sector. A compelling argument on why we would, or would not be collaborating with subsidiaries is needed.*

* 1. Is the market growing or declining?
  2. What would Unitec's price and positioning in market be?
  3. Who are the main competitors?

*If unknown, state to be confirmed.*

*Consider:*

|  |  |
| --- | --- |
| *Programme features* | |
| *Price (fees)* |  |
| *Quality/reputation*   1. Industry demand?    1. Is there evidence of industry demand?   *If unknown, state to be confirmed.* | |

1. Benefits

*(Complete with Finance. If estimates only or questions remain, state that and continue with approval process)*

The following table outlines potential measurable benefits associated with this project (note this assumes a flat-lining over the next year based on conservative estimates).

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **What is the problem?** | **Desired outcome** | **Specific output** | **Benefit** | **Measure** | **Baseline** | **Baseline Date** | **Target** | **Realisation date** |
|  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |

Non-measurable benefits include:

1. Economic Evaluation

*(Complete with Finance. Itemise internal and external development costs. If estimates only or questions remain, state that and continue with approval process)*

