The Global Perspective

Your Course Idea

Your Students

Problem Definition
Explain the global/national knowledge gaps and issues; provide references (reports/articles).

Value Proposition

Summary
Describe your course and what needs/problems it addresses.

_____

_____

_____

_____

_____

Course Features
Describe your course in more detail, for example:
• Type of Course
• Expected AQF level
• Total Credits
• Proposed Duration

Curriculum Design Diagram
Provide a supplementary course diagram where appropriate.

Delivery Channels
Where is the course going to be delivered?
How is your course going to be delivered?

Key Partners
Map out the internal and external partners required to launch. Include named individuals and organisations/organisational units.

Partner Activities
What will you do to garner support for your idea?

Customer Segments
Identify (list) specific customer/student groups. These may vary by demographics, needs or industry sector. What will you call them?

Size of Segment

_____

| A | B | C | D |

How many (estimated) customers are there? | How many of these will you actually reach? | How much will they spend? | Segment 1 Potential Income [**D~ B x C**]

_____

| A | B | C | D |

How many (estimated) customers are there? | How many of these will you actually reach? | How much will they spend? | Segment 2 Potential Income [**D~ B x C**]
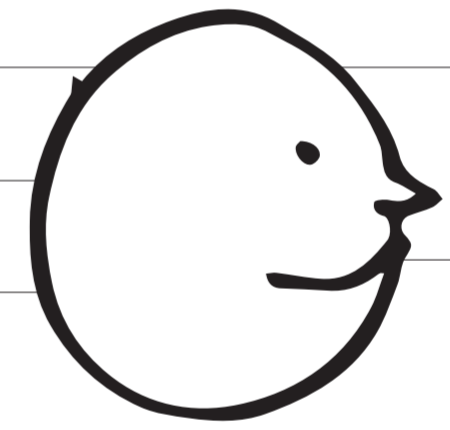
complete for all student groups you are reaching

Customer Empathy

Wants _____ Pains
Biggest frustrations
Obstacles
Risks feared

Needs _____

Desires _____ Gains
What he/she truly wants to achieve
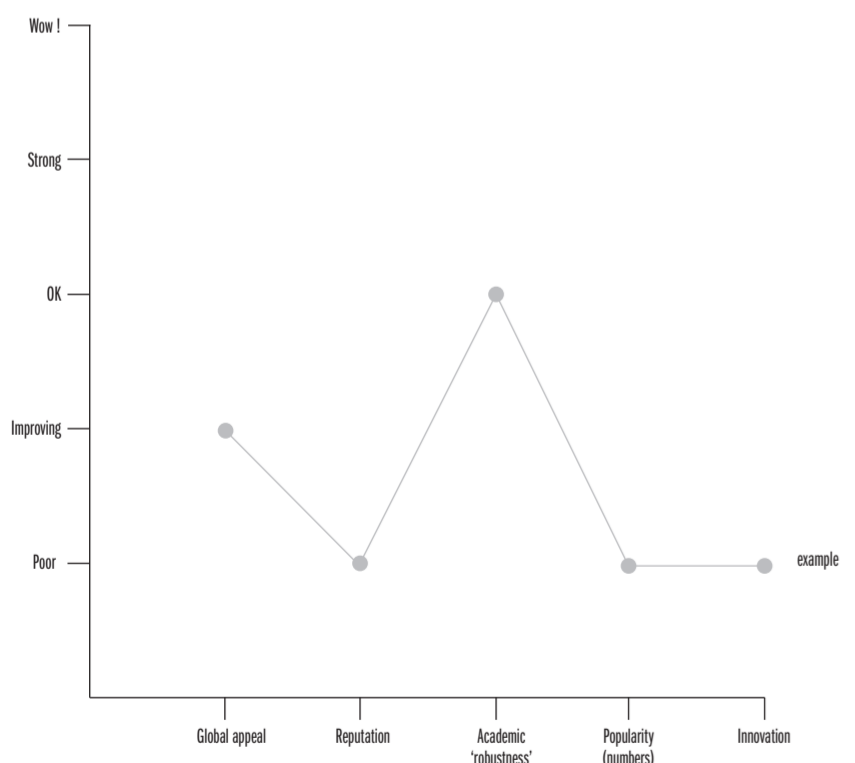How does he/she measure success?

Customer Benefits
What future job/skills/knowledge will they acquire as a result of your product/course?

Competition
Map your idea to perceived (or nearest) competitor products/courses

Wow !
Strong
OK
Improving
Poor

Global appeal | Reputation | Academic 'robustness' | Popularity (numbers) | Innovation

example

Key:
☐ _____ Competitor 1
☐ _____ Competitor 2
☐ _____ Competitor 3

Minimum Viable Product (MVP)
What will you build to test your product (course)?

Costs

Backstage
Including development costs, resource investments pre-delivery.

Onstage
Costs involved with direct delivery: staff, technology, materials, annual licence fees.

Revenue

Cumulative of Segment 1 + 2 +...   = $ _____

+   +

Additional income (licences/publications)   = $ _____

Describe additional income

_____   = $ _____

_____

_____