

Course Concept Scorecard

1

Use the Scorecard to self-assess your progress towards acceptance and launch.

Problem Definition

	Excellent				Weak	
The problem is clearly articulated and the problem verified with supporting evidence.	5	4	3	2	1	The problem is partially defined with no supporting evidence

Value Proposition

The VP/course is well-aligned with Customer needs, pains and gains.	5	4	3	2	1	The VP/Course does not address Customer needs, pains or gains.
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The course will prepare learners with the skills and capabilities required for the jobs, careers and industries of the future.	5	4	3	2	1	The course will not prepare learners with the skills and capabilities required for future jobs, careers or industries.
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The curriculum design is innovative and attractive to staff and students	5	4	3	2	1	The curriculum design is not at all innovative (it is a 'me-too' proposition).
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The course is aligned with all relevant regulatory frameworks	5	4	3	2	1	The product is incompatible with relevant regulatory frameworks
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Minimum Viable Product

A MVP is feasible in the allotted timeframe	5	4	3	2	1	An MVP is unachievable in the allotted timeframe
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The MVP is scaleable to a final product	5	4	3	2	1	The MVP is not at all scalable to a final product
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Delivery Channels

All possible delivery channels have been explored	5	4	3	2	1	Not all possible delivery channels explored
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The agreed channels are global in reach	5	4	3	2	1	The agreed channels have limited global reach
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1

AGGREGATE SCORE

→ Carry this score over to Page 2

Course Concept Scorecard

2

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Key Partners

	Excellent				Weak	
Key INTERNAL stakeholders have been identified and a plan for garnering support is in place	5	4	3	2	1	Key INTERNAL stakeholders still to be identified and/or no plans to engage is in place
Key EXTERNAL stakeholders have been identified and a plan for garnering support is in place	5	4	3	2	1	Key EXTERNAL stakeholders still to be identified and/or no plans to engage are in place

Customer Segments

Detailed/specific segments are identified and exist	5	4	3	2	1	Detailed/specific segments not identified or don't exist
Customer needs, pains and gains have been identified and addressed	5	4	3	2	1	Customer needs, gains and pains not addressed
There is PRODUCT-CUSTOMER fit	5	4	3	2	1	There is no PRODUCT-CUSTOMER fit

Costs & Revenue

Key resources have been identified and costed	5	4	3	2	1	Key resources not fully identified or costed
There is substantial REVENUE potential	5	4	3	2	1	There is little or no REVENUE potential
Revenue - (Development Costs + Delivery Costs) = Profitable	5	4	3	2	1	Revenue - (Development Costs + Delivery Costs) = Unprofitable

How did we do?

2 AGGREGATE SCORE

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1 AGGREGATE SCORE

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FINAL SCORE