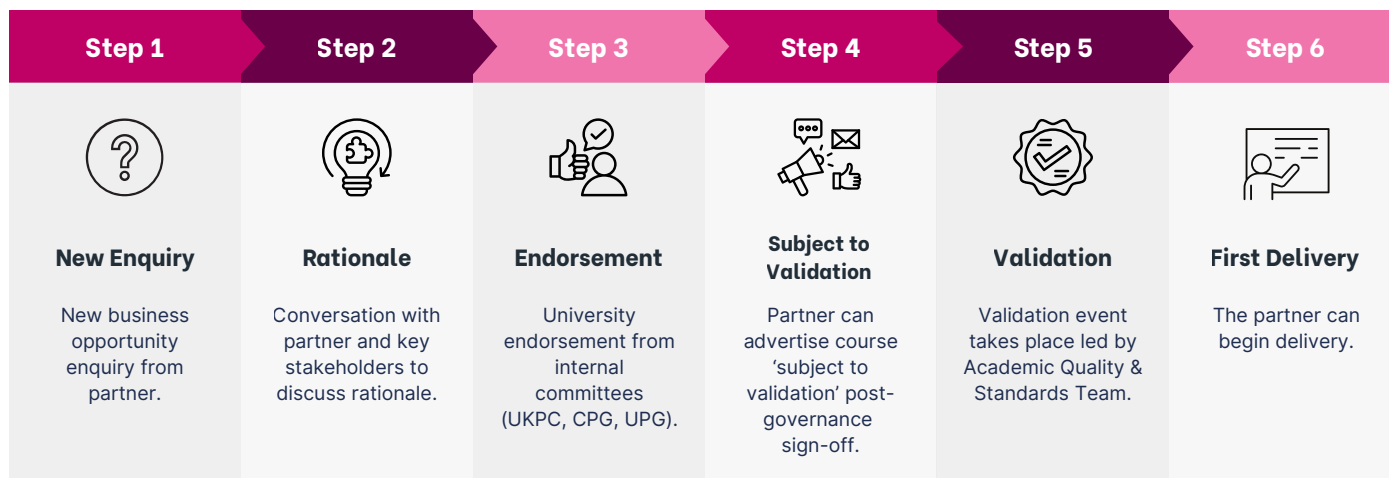


New Business Opportunity to First Delivery

Partner Process Map



Partner to provide: **Strategic fit & rationale**

- Explain why SHU is the right strategic fit for the new product(s).

Market Evidence and Opportunities

- Market intelligence evidence.
- Estimate student numbers for the first 3 years of delivery.
- Proposed course structure and key content areas.

Future Development

- Identify potential for growth and expansion or additional products in the pipeline.

Educational Partnerships Team to provide:

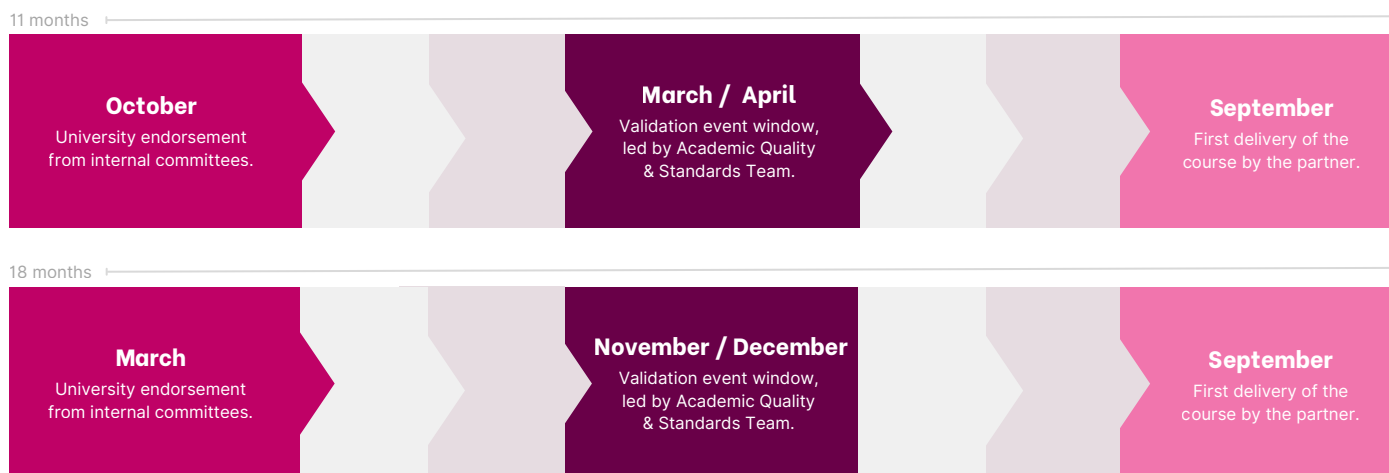
Strategic rationale & value proposition, aligning to the University's Partnership Strategy.

Advertising Subject to Validation

You can find our full Subject to Validation guidance on our website, and can also access the University's brand guidelines.

New courses advertising 'subject to validation' must seek approval for their initial marketing material from Sheffield Hallam University.

Core Business Cycles



New business opportunities are not limited to the cycles outlined above, but this provides an indicative guide as to the timelines of initial enquiry to first delivery.