# **New Business Opportunity to First Delivery**

# **Partner Process Map**



Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
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New Enquiry	Rationale	Endorsement	Subject to Validation	Validation	First Delivery
New business opportunity enquiry from partner.	Conversation with partner and key stakeholders to discuss rationale.	University endorsement from internal committees (UKPC, CPG, UPG).	Partner can advertise course 'subject to validation' post- governance sign-off.	Validation event takes place led by Academic Quality & Standards Team.	The partner can begin delivery.

### 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:**

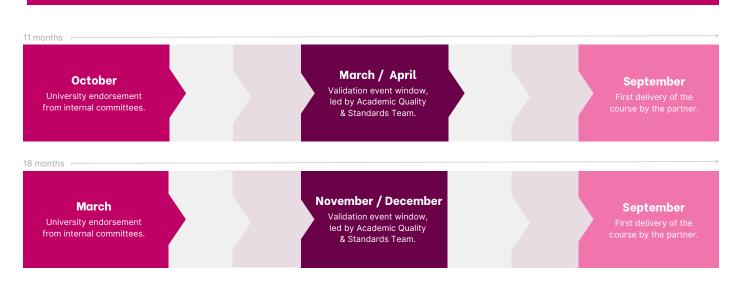
Strategic rationale & value proposition, aligning to the University's Partnership Strategy.

### **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.