**Short Course Proposal Form**

This form is for members of staff proposing new short courses for external learners. It is recommended that staff consult their Head of School before submitting a short course proposal.

More information on short courses can be found on the Innovation Support Unit Connect Site.

This form can also be completed online.

**STAGE ONE – PROJECT DETAILS**

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| 1. Proposer Details | | | | |
| 1.1 | Name of proposer (Academic lead) | | Chao-Yo Cheng | |
| 1.2 | Contact Email Address | | [c.cheng@bbk.ac.uk](mailto:c.cheng@bbk.ac.uk) | |
| 1.3 | School / Department / Institute | | Social Sciences | |
| 1.4 | Faculty | | Humanities and Social Sciences | |
| 1. Course Details | | | | |
| 2.1 | Proposed Course Title | |  | |
| 2.2 | **Proposed Course Type**  Choose all that apply. | | | |
| *2.2.a* | *Bespoke Training* | | |  |
| *2.2.b* | *Non-Credit Bearing Open Short Course* | | |  |
| *2.2.c* | *Credit Bearing Open Short Course* | | |  |
| *2.2.d* | *Existing module designed for Birkbeck Students, to be opened up to external learners* | | |  |
| *2.2.e* | *Other* | | |  |
| 2.3 | **Course Rationale**  Please provide a summary of how this short course fits in with your school’s strategy. Please include strategic, financial and/ or recruitment reasons. | | | |
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| 2.4 | **Course Description**  Please provide a description of the proposed short course. Include an overview of the key features of the course, highlighting any distinguishing points that will persuade learners to enrol. Include additional information that may help for marketing the programme. | | | |
|  | The Short | | | |
| 2.5 | Mode of Delivery  (e.g. Face to face, online, HyFlex/blended) | | Face-to-face or online | |
| 2.6 | Proposed Delivery Length (Hours) | | 10 hours, 2.5 hours for each session | |
| 2.7 | Is the proposed course linked to an existing programme? If yes, please provide details. | | MSc Social Research | |
| 2.8 | **Indicative Course Content**  Please provide an overview of the indicative content for the proposed course. | | | |
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| 2.9 | **Professional Partnerships**  Does the proposed programme involve a collaborative external partner or provider? Please outline the responsibilities of the partner or provider in developing and delivering the course. | | | |
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| 2.10 | **Learning Objectives**  What are the objectives of the course? What are the KPIs? What are you hoping to achieve? How do you plan on measuring the impact of this course? | | | |
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| 2.11 | **Market Information**  Please provide evidence of market demand for the proposed course. This can include learner demand, competitors, search volumes, audience size and employer feedback. | | | |
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| 2.12 | **Target Audience**  Please define your target audience. Include geography, demographic profile, personas, motivations and barriers (if applicable) | | | |
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| 2.13 | **Costing**  The ISU will do a full economic costing of the proposal. Please provide any basic information you think needs to be included to assist this process (e.g. external speakers needed, catering, material needs, Birkbeck staff involvement) | | | |
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| 2.14 | **Additional Information**  Please include additional relevant information | | | |
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| 1. Signature | | | | |
| 3.1 | Signed: |  | | |
| 3.2 | Date: |  | | |

Send complete form to the Innovation Support Unit: [innovation-support@bbk.ac.uk](mailto:innovation-support@bbk.ac.uk)