SRM UNIVERSITY – *AP*, ANDHRA PRADESH

SRMAP/Reg. Off/Notification/54/2023–24   **24th November 2023**

NOTIFICATION

Sub: Proposal for a New Academic Program – Reg.

Proposal for a New Academic Program

School:
Department:
Proposed Academic Program and Title:

General:

Idea Generation

Ideas for new academic programs may come from many sources. They might be the outcome of student or community requests, university strategic goals, advances in a discipline or success of a similar idea at other institutions. Schools are encouraged to hold periodic sessions for the consideration of potential new programs by faculty, students, alumni, or other stakeholders.

Idea Screening

Various ideas for new programs must be screened at the departmental and school level (or a committee in the case of any interdisciplinary programs). A set of sample questions can be picked from the list given, as an **Annexure - I**.

The Dean of the School discusses the idea of the program with the Vice Chancellor. Once the idea is accepted, a concept paper in the form of a brief program proposal for the consideration of the Academic Programme Committee. The Office of Finance and Office of Marketing will be informed of the concept approval. After the approval, the Marketing office will assist the school in developing the market demand analysis.

Brief Program Proposal Components

- Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations; program objectives; programmatic focus, e.g., degree, major, minor, certificate, diploma etc.

- Course of study – proposed curriculum, including course numbers, titles, and credit hours.

- Manner in which the program will be delivered, including program location (course scheduling, and the use of technology (for both on-campus and off-campus delivery).

- Adequacy and quality of faculty delivering the program.

- Faculty resources – full-time, part-time, visiting.

- Resource requirement and total investment – for infrastructure, lab etc.

- High level Financials – with enrollment and ROI estimation

Industry experts / Academia workshops

At least one workshop involving experts from industry (recruiters, alumni, corporates etc.), academia from universities and research organizations, faculty and students may be conducted to understand the feasibility and acceptability of the proposed program justifying the needs of the society, state, and the nation. The feedback obtained can assist in the preparation of the detailed program proposal.

Detailed Program Proposal Components

1. **Program Description**
   a. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations; program objectives; programmatic focus, e.g., degree, major, minor, certificate, diploma etc.
   b. Course of study – proposed curriculum, including course numbers, titles, and credit hours.
   c. Manner in which the program will be delivered, including program location (course scheduling, and the use of technology (for both on-campus and off-campus delivery).
   d. Adequacy and quality of faculty delivering the program.
   e. Faculty resources – full-time, part-time, visiting.
   f. Other staff.
   g. Facilities, library, and other resources.
   h. Anticipated start academic year date.

2. **Relationship to Mission and Goals**
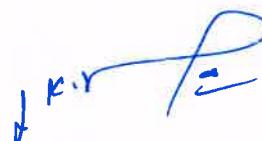
   a. Manner in which the proposed program supports the university's mission, areas of focus and strategic priorities.

   b. Manner in which the proposed program contributes to institutional goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of the region and its communities.

   c. Manner in which the program meets national or state needs and enhances the capacity:

      i. Improve educational attainment.
      ii. Respond effectively to social, economic, and environmental challenges and opportunities; and
      iii. Address civic and cultural demands of citizenship.

3. **Accreditation**

   a. Accrediting body (e.g., NBA etc.) and other regulatory bodies (e.g., UGC, AICTE, BCI etc.) that have established standards in the area in which the program lies, as applicable.

   b. Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.

4. **Need**

   a. Anticipated enrolments over each of the next five years.

   b. Expected number of graduates produced over the next five years.

   c. Characteristics of students to be served (e.g., resident/day boarding/international; full-time/part-time; fresh graduates/working professionals etc.).

   d. Evidence of market demand. Report on the market research.

   e. If the program's location is being offered jointly with national and international partners, the proposal should define the roles of each party, which may include marketing, course design, course delivery, faculty resources, placements, revenue share etc.

   f. Estimate the prospects for success of program graduates (employment, higher studies, start-ups, businesses etc.), clearly defining the expected career paths for students in this program?

5. **Outcomes and Quality Assessment**

   a. Expected program/learning outcomes of the program.

   b. Methods by which the program/learning outcomes will be assessed and used to improve curriculum and instruction.

   c. Nature and level of research and/or scholarly work expected of faculty involved in the program, indicators of success in those areas.

6. **Program Integration and Collaboration**

   a. Closely related programs in colleges and universities in the surrounding region.

   b. Differentiating factors of the proposed program vis a vis other program.

   c. The ways in which the program complements other similar programs in the region. Proposal may identify the potential for collaboration.

   d. Potential impacts on other programs.

7. **Financial Sustainability and Budget**

   a. Business plan for the program that anticipates and provides for its long-term financial viability, addressing anticipated sources of funds, the ability to recruit and retain faculty, and plans for assuring adequate library support over the long term.

   b. Plans for development and maintenance of unique resources (buildings, laboratories, technology) necessary to offer a quality program in this field.

   c. Resources to be devoted to student enrolments.

   d. Any other costs

Market Research

Conduct external market research (if required) to understand the detailed feasibility and do-ability of the program from demand and supply perspective. The detailed questions are presented in **Annexure I**.

External Review

The purpose of the external review is to consider the proposed program in relation to goals for quality, curricula, industry readiness, access, employability, cost effectiveness, equity, diversity, and inclusion. The external review panel may be composed of 3-5 highly qualified academicians' industry practitioners and researchers in the specific field/discipline of the proposed program. The panel members must be outside the Board of Studies (BOS) and

Academic Council (AC) memberships. The panel will be asked to assess the program within the present and projected future contexts, addressing program elements, faculty, need, and resources.

The panel members will be provided with,

- Detailed program proposal
- Biodata of participating faculty
- The projected budget
- Other supporting or contextual materials
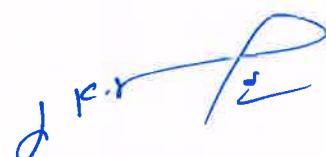
The panel will make a written report, which will be included in the program proposal to be submitted for the consideration of BOS and Academic Council.

Approval Process:

Academic Program Committee (APC):

The Professor In charge / Coordinator makes a presentation on the concept note to the APC. The constitution the APC will be the following,

- Vice Chancellor
- Deans of Schools
- Registrar
- Dean - Academic Affairs
- Dean - Research
- Controller of Examination
- Director - Career Resources and Career Services
- Director - Admissions
- Director - ITKM
- Director - HR
- Director - Student Affairs
- Director - Communications
- CF & AO
- Librarian

Board of Studies (BOS):

The complete proposal shall be discussed in the respective BOS.

Academic Council:

The BOS recommended proposal shall be presented to the Academic Council
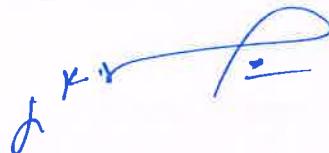
Governing Body:

A summary of the new program approved by the Academic Council shall be presented to the Governing Body.

**Final Proposed Syllabus Booklet:**
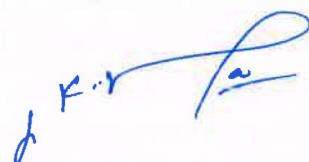
After the approval from the Academic Council and the Governing Body, copies of the syllabus booklet in the desired format shall be prepared, one each for the following offices,

- Dean Academic Affairs office
- Registrar office
- Controller of Examination office
- Library
- IQAC

Calendar:

S. No.	Detail	Timeline
1	Idea Generation and Screening	
2	Proposal Submission	
3	Academic Program Committee Meeting	
4	Industry experts / Academia workshops	
5	External Market Research (if required)	
6	Final Academic Program Committee Meeting (For Go Ahead)	
7	NOC from Government of Andhra Pradesh, if required	
8	Preparation of Detail Proposal	
9	External Review Panel	
10	Board of Studies	
11	Academic Council	
12	Governing Body	
13	Launch of Program in the social media	

Annexure - I

Set of Questions for Market Research

- What kind of degree/program is being proposed?
- How does the degree/program fit with university goals?
- Why is this a program that SRM University AP should offer?
- Is this program a good match for this university? Even if there is a need out there, why does it make sense for the university to respond to the need?
- Why is it more important for the university to invest in this program than in other programs it might offer?
- What is the driving motivation behind the creation of the program?
- What evidence do you have that there is a need for this program?
- Are the workforce needs expected to last for the next ten years or more? (Cite recent statistics on needs for programs such as this one.)
- Was a market analysis conducted to determine the level of demand? Surveys of prospective students? Surveys of prospective employers?
- What student population do you anticipate attracting? Are there new markets to tap?
- How will this program provide opportunities to serve diverse student populations?
- How will this program reach out to different employers and/or influence hiring patterns of historical employers?
- To what extent is this program unique?
- Are there competitors? If so, who are the competitors?
- Is the program different in scope or content from existing programs?
- How will the program be advertised and marketed?
- How does this program respond to disciplinary changes/evolution?
- In what ways is this program forward-looking?
- What will students be able to do when they graduate from this program?
- What are the student learning outcomes? What is the program designed to teach?
- What curricular models have been used in designing this curriculum?
- Are the curricular elements dictated by accreditation criteria?
- Did you collaborate with the local community, discipline experts, and consultants as you designed the program?
- What are the components of the curriculum? How are courses sequenced, e.g., with pre-requisites? How are the courses meant to fit together as a whole? How does each course relate to one or more learning outcome(s)?
- How is this degree different from related degrees already offered?

- To what degree will instructional technologies be used in major courses?
- If appropriate, how do practical experiences (e.g., labs) fit in?
- Are experiential elements such as practice school/internships and practical's integrated into the program? If so, what is their purpose?
- Is a major project required? If so, how will it be reviewed?
- Are there any specializations being offered within the program? If so, have they been delineated sufficiently and any differences among them (e.g., in terms of resources needed) been addressed throughout the proposal?
- What are the qualifications of the program faculty? What are their academic credentials, their experience in developing and implementing new academic programs, and their prior experience in the specific field?
- What evidence do you have of faculty and administration commitment to and interest in the success of the program?
- Are students expected to enter the program with specific competencies? If so, what are they? What will be the admission eligibility criteria?
- Has faculty from other departments been involved in the development of the proposal? What role will they play when the program is offered?
- How will relationships with business, industry, research organizations, government agencies strengthen this program?
- Did any external curriculum experts review this proposal or consult in developing the proposal?
- Have you prepared the budget to include not only for initial start-up costs but also for annual continuation costs (such as library journals and supplies needed each year and equipment maintenance and replacement)? Have you accounted for costs such as personnel (salary, benefits, professional development, travel, etc.); equipment (office and instructional); clerical support; materials and supplies; library resources; evaluation; cooperating/supervising personnel; facilities; etc.?
- How will the department recruit faculty who offer new role models?

Registrar

Dr. R. PREMKUMAR
REGISTRAR
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