# Short Courses Conceptualisation Tool

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| **Overview**  Provide an overview of the issue that this short course expects to tackle. This may include background on the industry and its particular needs. How will this short course meet the industry’s needs? Articulate the rationale for such a course. |  |
| **Aim**   * What is the intended purpose and aim of the short course? * What will it achieve? * Broadly speaking, what skills will participants learn? * How do these skills fulfil industry needs? |  |
| **Course Objectives**   * What are the specific objectives or outcomes for participants? What should they be able to do/know upon completion? * What recognition will students receive for completing the short course (e.g. professional certificate, certificate, CPD points, etc.) |  |
| **Market Analysis**  Who will be the participants in this short course?   * Industry professionals * Interested members of the community * Government workers * Currently active (internal) students   How big is this market?  Where is the market located?   * Local * National * International   How do you intend to promote this short course? |  |
| **Fees**  How much will the short course cost? The budget tool will be useful here.   * What are local/national/international competitors charging? * Market analysis—how much are industry contacts willing to pay for this short course? |  |
| **Content/Structure**  Think about what the short course will include in its content, the unit value it may have and how the short course will be structured.   * *Online*: For online content, how do you envisage participants engaging with the material? (e.g. videos, downloadable documents, readings). * *Face-to-face*: where will participants meet? For how long? Room requirements? What are resource requirements (eg, printed materials, catering, tutor, etc.)? * *Blended*: would a short program that blends face-to-face with online learning be preferable? What should be taught face-to-face and what can be taught online?   Will a *single short course* be enough, or would your content make more sense offered across 2 or more courses – thus making a Short Program? |  |
| **Assessment**  How will you assess participants, particularly if the short program will carry units (e.g. 2 units)?   * Essays * Tests/quizzes * Reflective exercises * Role play * Completing in-class/online exercises * Simply being in attendance, etc. |  |
| **Enrolment**  How many participants do you expect to enrol in the short program in a year?   * This may be an arbitrary number for now, but with industry insight / market analysis you may be able to arrive at a somewhat reasonable number. |  |
| **Potential**  What is the longer term potential of this short course?     * Do you expect student enrolments to increase over time? How would you make this happen? * Will there be additional short courses created that extend students’ learning from this initial short course? |  |