

Courses 360 Databases & Course Portfolio Analysis



THE Consultancy

For over 50 years, Times Higher Education have been supporting the higher education sector to make critical business decisions.

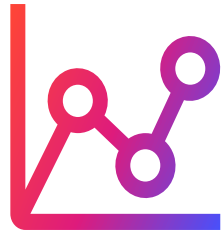
Part of Times Higher Education's Consultancy division, The Knowledge Partnership remains dedicated to improving higher education in the UK and across the world.

The Consultancy team bring decades of experience, to provide strategic, data-driven guidance, supporting partners to build effective and sustainable strategies aligned to their mission.

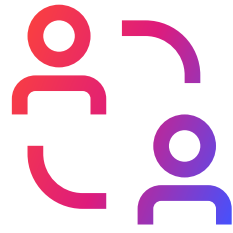
Understanding that all organisations are unique, we combine proprietary and primary data to design customised solutions.



THE Consultancy



Brand and
Reputation



TNE and
International
Focus



Sustainability



Course and
Portfolio



Digital
Maturity &
Transformation

Data products:
World Rankings and Impact Rankings
Courses 360 Databases

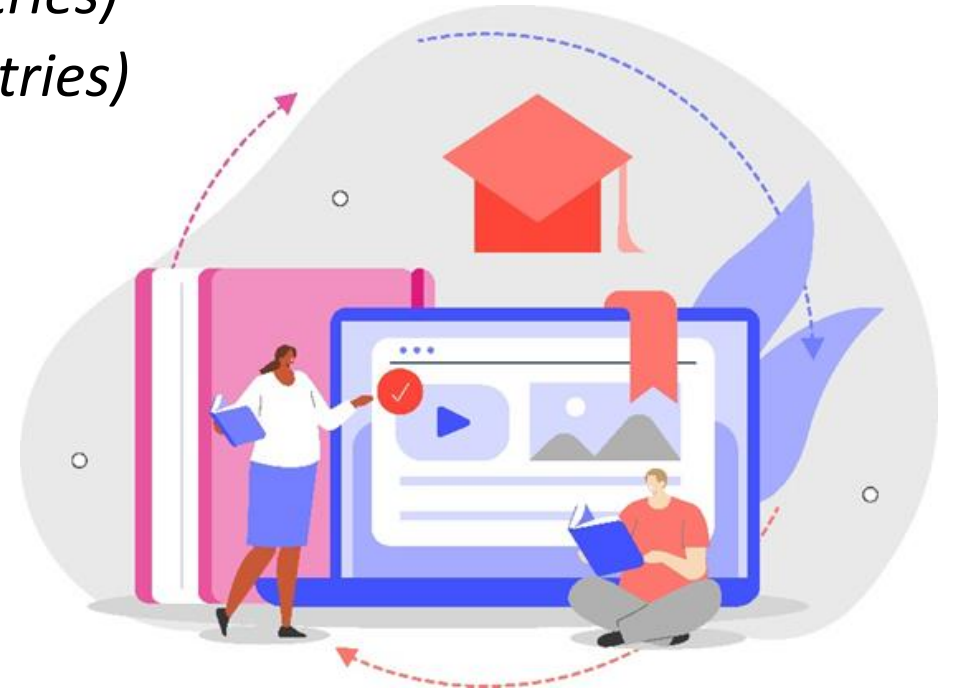
What are the Courses 360 Databases?

Three MS Excel databases:

1. Undergraduate (UG) Courses (*over 24,000 entries in 24/25 database*)
2. Postgraduate Taught (PGT) courses (*over 18,000 entries*)
3. Scholarships and Bursaries (Internal) (*over 5,500 entries*)

Key Uses:

- Tuition Fee Analysis
- Entry requirements benchmarking
- Identifying new competitor courses
- Revealing subject trends
- Assessing financial incentives



Courses 360 History

Created by The Knowledge Partnership, which was acquired by THE in Dec 2020, the Courses 360 databases have continually evolved in response to client feedback and demand.

Academic Year	History
2010/11	First Pilot Data Collection (not published)
2012/13	First UG and PGT Tuition Fees Databases Published (restricted to full-time campus-based provision)
2015/16	UG Entry Requirements added for first time PG Distance Learning courses added for first time
2022/23	Part-time and non-Autumn start date Campus-based PGT courses added for first time
2024/25	Coverage extended to include sub-bachelor qualifications, apprenticeships, advanced entry degrees, graduate-entry programmes and top-ups. UG coverage extended to non-Autumn start dates and all study modes. Scholarships and Bursaries Database launched.

Courses 360 - Key Content

Courses Databases

- i. **Annual Full-time** International Tuition Fees (UG) or **Total** International & Home Tuition Fees (PGT)
- ii. Academic Entry Requirements – UG Optional (extra charge), PG Included as standard
- iii. English Language Requirements – UG Optional (extra charge), PG Included as standard
- iv. Course structure (Study Mode, Length, Teaching Model, Start Date)
- v. Course Options (UG Foundation Year, UG Study Abroad, Placements)
- vi. Accreditations
- vii. Subject coding

Scholarships and Bursaries

- i. Focus (University-wide, Subject or Course Specific)
- ii. Target Market (Home, International)
- iii. Award Criteria (Academic, Other, e.g. WP)
- iv. Award (Value, Number of Years, Tuition Fee Discount)

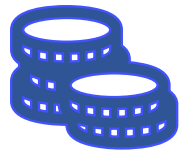
**Optional Add-on to
Courses Databases:
University and Subject
Metrics (league tables,
NSS, REF)**

Courses 360 Coverage - Institutions



Courses Databases:

- All UK Public HEIs (including UK branch campuses)
- Selection of Alternative Providers (*those with permission to use 'University' in their title, those with TDAP to Bachelor level or above, members of a university mission group*)



Scholarships and Bursaries

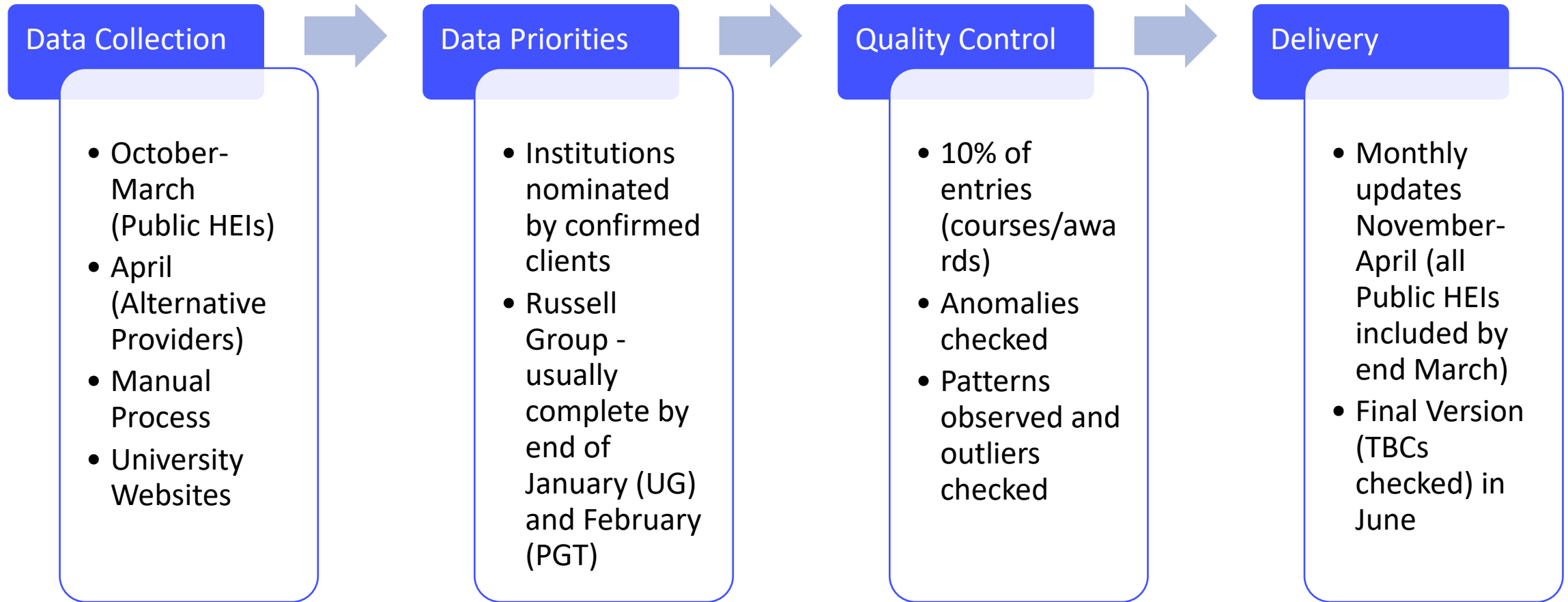
- Internal awards at all UK Public HEIs (including those provided by an external body/trust aligned to specific courses at an institution)

Courses 360 Coverage – Course Types

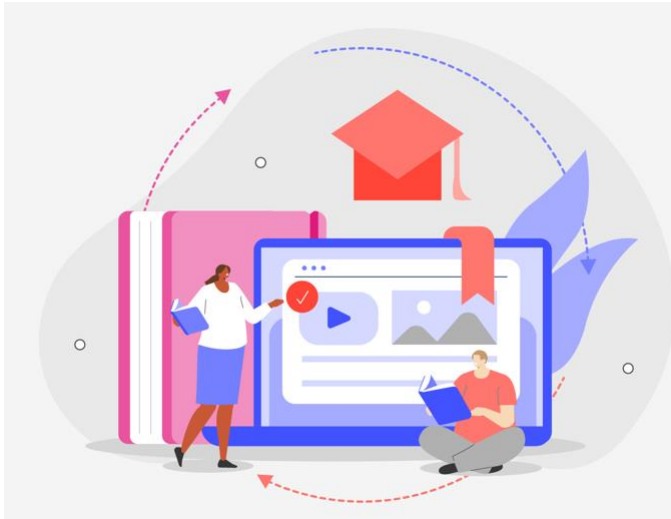
- Advanced Entry Degrees
- Apprenticeships
- Bachelor/Honours Degrees*
- Sub-Bachelor Qualifications (Foundation Degrees, HNDs, HNCs, DipHEs, CertHEs)
- Dual Degree/Qualifications*
- Fast-Track Degrees*
- Graduate Certificates/Diplomas
- Graduate-Entry Degrees
- Integrated Master's Degrees*
- Taught Masters Degrees*
- MBAs*
- Postgraduate Certificates & Diplomas (those promoted as qualifications in their own right) *
- Final Year Top-Up Degrees
- Top-Up Masters

* Time-series tuition fee data available

Courses 360 Methodology



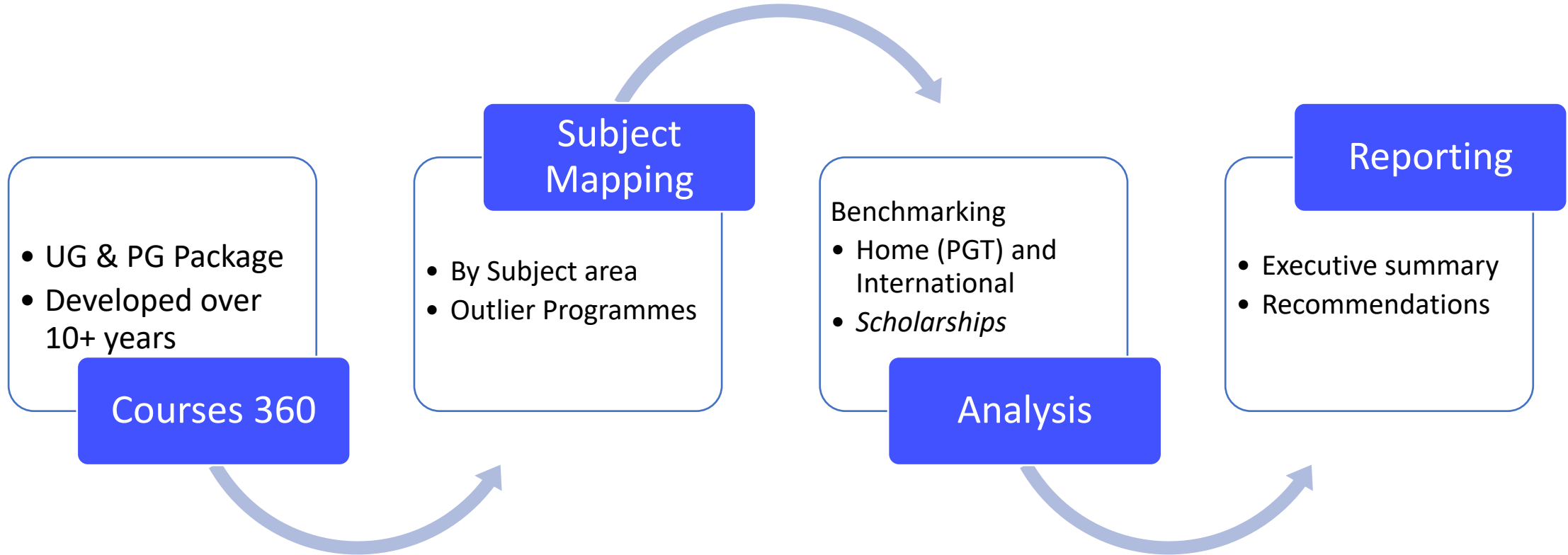
Tuition Fee Analysis - Background



Using our Courses 360 databases, a benchmarking evaluation of the tuition fee levels at your institution can be carried out, typically by subject (aligned to Departments, but looking at more granular subjects where appropriate e.g. Business School). This can help to identify where there are opportunities to adjust pricing based on competitors and the wider sector.

What questions does this answer?	What are the deliverables?	Additional Option
Are our tuition fees positioned competitively? Are there specific subjects or courses that should be priced differently?	Comprehensive report containing analysis of tuition fees by subject, with recommendations for increases or (relative) decreases in future cycles.	Analysis of the scholarships offer at your institution to identify gaps and any opportunities to offer funding based on key recruitment targets.

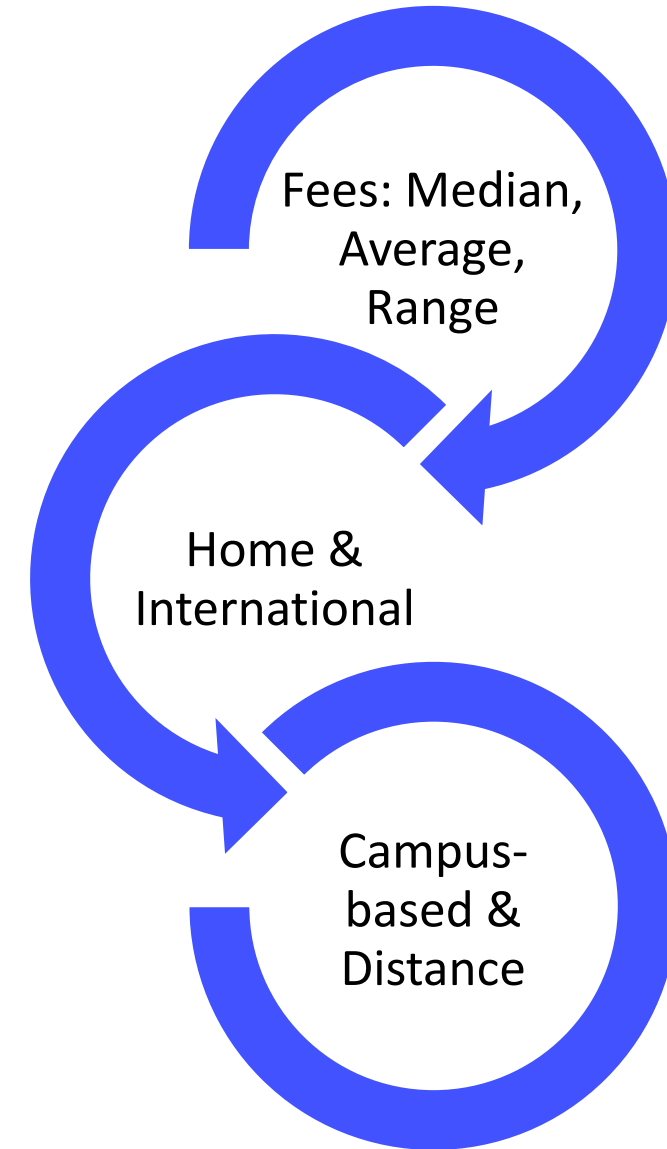
Tuition Fee Analysis – Our Approach



Tuition Fee Analysis - Outcomes

Deliverables:

- Executive summary
- Report containing rationale for recommendations (where should fees be increased/reduced?)
- Slides containing charts and tables used in analysis, which can be shared internally.

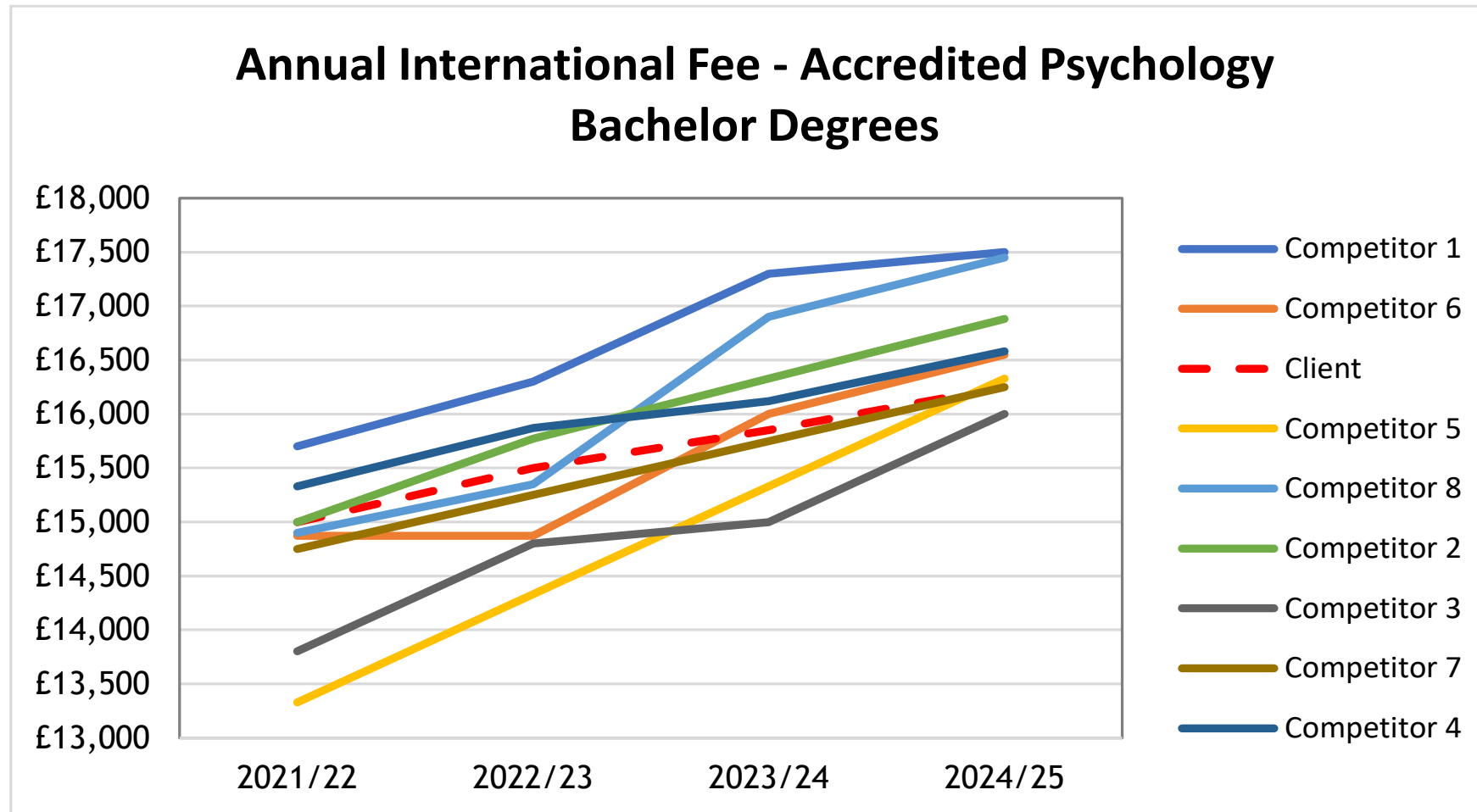


Example Output - PGT Campus-based UK Tuition Fees

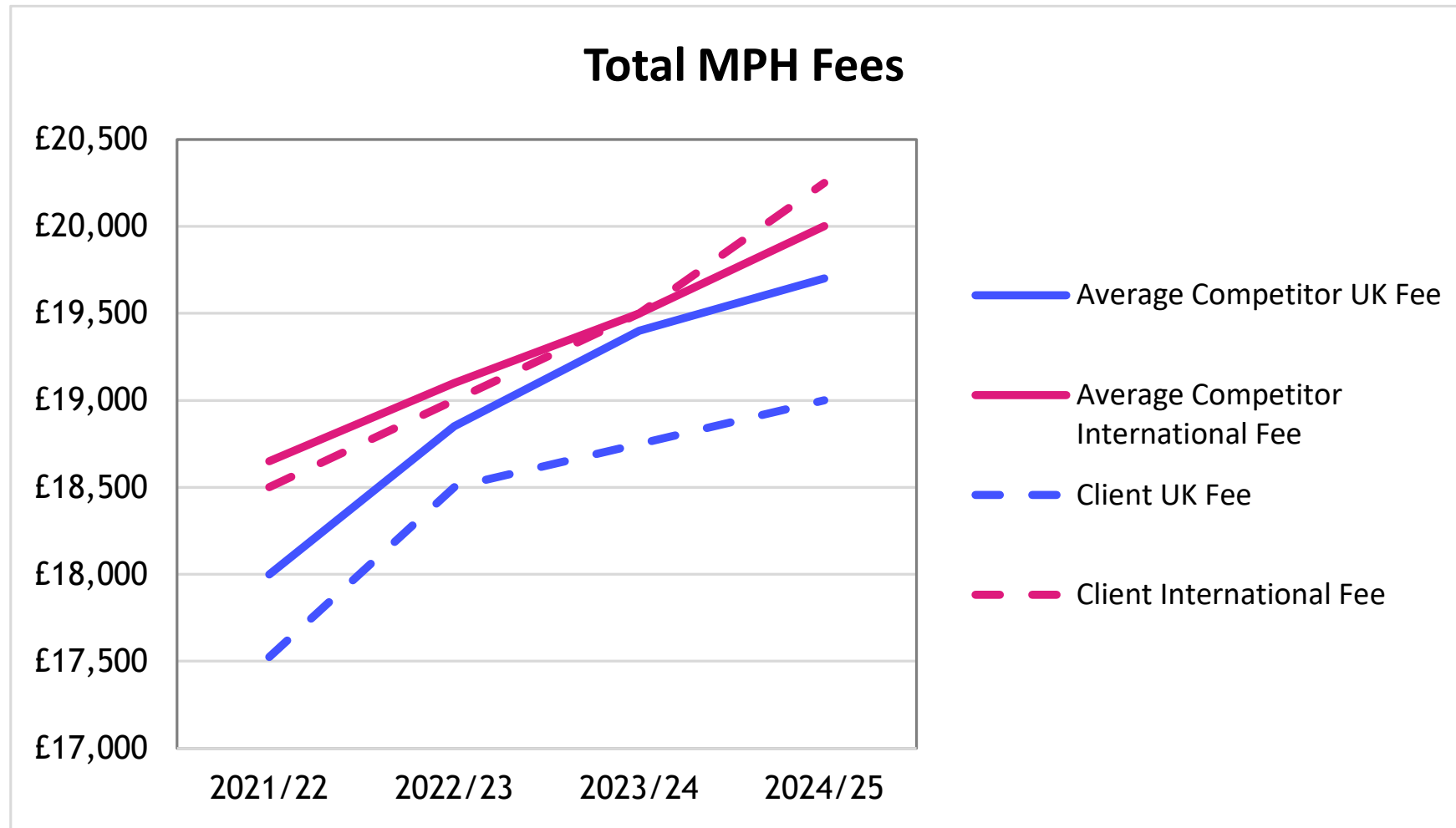
– Subject 1

Institution	Median UK Fees (Total) 2024/25	Average UK Fees (Total) 2024/25	Number of Price Points (UK) 2024/25	% Change in Average UK Fee 2023/24-2024/25	% Change in Average UK Fee 2020/21-2024/25	Average annual change 2020-21-2024/25 (UK)
Competitor 1	£15,500	£14,890	2	4%	11%	4%
Competitor 6	£15,000	£15,075	3	2%	9%	3%
Client	£15,000	£14,990	1	0%	7%	1%
Competitor 5	£14,890	£14,950	3	2%	10%	1%
Competitor 8	£14,750	£14,781	3	3%	13%	7%
Competitor 2	£14,000	£14,089	1	2%	7%	5%
Competitor 9	£13,222	£13,545	2	1%	8%	3%
Competitor 10	£12,970	£12,999	2	3%	14%	6%
Competitor 3	£12,800	£12,765	2	2%	6%	3%
Competitor 7	£12,750	£12,790	3	4%	5%	5%
Competitor 4	£11,500	£11,611	3	0%	4%	4%

Example Output - Accredited Psychology Degrees



Example Output - Master of Public Health (MPH)



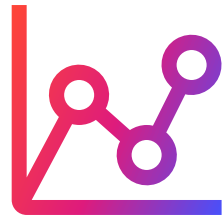
Course and Portfolio Evaluation Framework

Undertaking in-depth market trends analysis, to help universities enhance their competitive positioning and evolve their portfolio offerings to better meet current and future demand



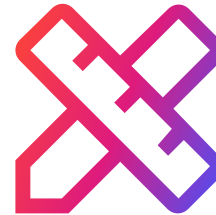
Discovery

Engagement with key internal and external stakeholders to understand an institution's strategy, current portfolio and future ambitions



Market Analysis

Identifying subject areas and markets that will grow / decline and then creating bespoke course-level datasets to investigate market trends and demand



Portfolio Optimisation

Benchmarking and analysis of current portfolio to identify strengths, weaknesses and opportunity



Portfolio Development

Identification of new course opportunities and market and competitor analysis to inform successful development

Market Analysis

Programme Analysis

- For each course within the portfolio, we build a set of comparable programmes nationally using HESA Student Record data, at the course title level.
- Analysis compares performance against national market and competitors (to be decided at project commission).
- Each course is placed into the grid based on key metrics
- Analysis uses internal data (enrolments, applications and conversion) to enhance sector data
- Course-level recommendations will lead to increased student enrolments and may include:
 - Changes/merging/withdrawal of titles
 - Changes to programme structures
 - Target students
 - Other changes to improve the sustainability and efficiency of the portfolio (e.g. modules)



Reporting

Deliverables:

1. Executive Summary
2. Report containing rationale behind all recommendations
3. Data appendix with all charts/tables which underpin analysis.
4. Optional presentation/workshop

