



Consultancy
Courses 360

Developing a Competitive Course Portfolio: Mastering Fees, Entry Requirements and Financial Incentives

September 2024

Content

Portfolio Development Context and Data Resources

Courses 360 Exploration

Pricing and Fees

Financial Incentives

Entry Requirements



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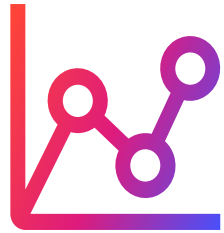
For over 50 years, Times Higher Education have been supporting the higher education sector to make critical business decisions.

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

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



THE Consultancy



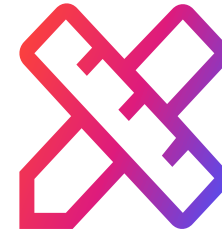
Brand and
Reputation



TNE and
International
Focus



Sustainability



Course and
Portfolio



Digital
Maturity &
Transformation

Data products:
World Rankings and Impact Rankings
Courses 360 Databases

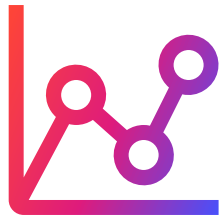
Course and Portfolio Evaluation Framework

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



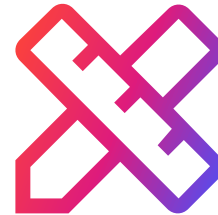
Discovery

Engagement with key stakeholders to understand an institution's strategy



Market Analysis

Identifying subject areas and markets that will grow / decline



Portfolio Optimisation

Benchmarking current portfolio to identify strengths, weaknesses and opportunity



Portfolio Development

Identifying new course opportunities and exploring the competition

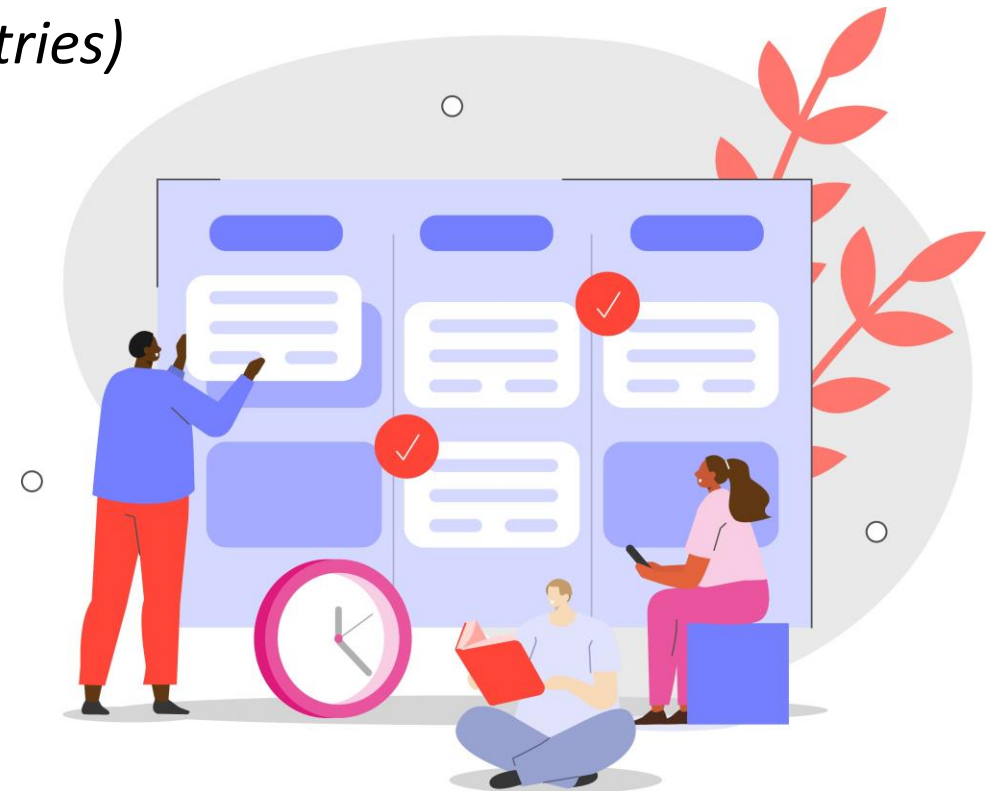
What are the Courses 360 Databases?

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 (*over 5,500 entries*)

Key Uses:

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



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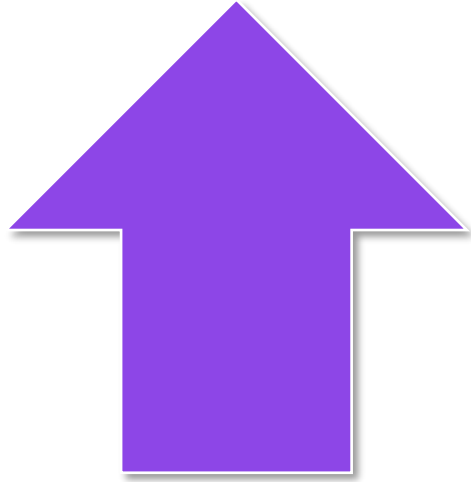
Financial Incentives

Entry Requirements

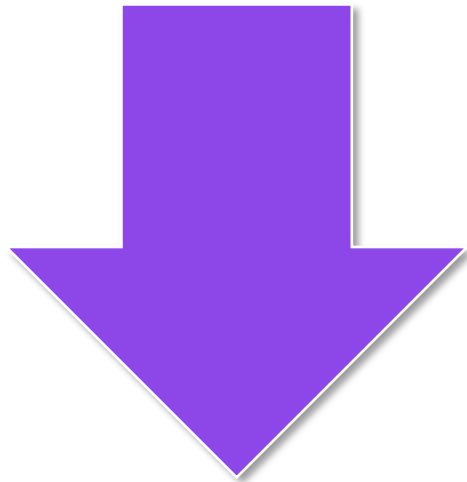


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Identify Broad Trends



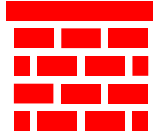
PGT Course numbers
Flexible delivery models



Number of Integrated Masters
Bachelor Degree combinations
PG Loan value as % of Home fee

Understand Institution Type Variations

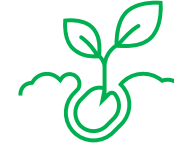
Established



Greater share of:

- Campus-based courses
- Integrated Masters
- Dual degrees/qualifications
- Extended masters (>180 credits)

Modern



Greater share of:

- Blended/Online courses
- Sub-bachelor qualifications
- Final year top-up degrees
- Undergraduate apprenticeships
- MBAs

Explore Geographical Differences



London institutions hold a greater proportion of PG campus-based programmes, MBAs & Dual Degrees



Scottish institutions offer increased flexibility – greater share of online/distance programmes



Welsh institutions have a greater proportion of sub-bachelor qualifications

Analyse Specific Markets – e.g. Undergraduate Fast-Track Degrees

Popular at
Alternative &
Modern HEIs

Most common
subjects: Education,
Law, Business,
Policing, Computing

Limited in
availability (c300
total, 60% at APs)

Potential to increase
International Fees

20% cheaper overall
for Home students

Investigate Non-Traditional Options

Built Environment

- UG Construction Management and Surveying apprenticeships
- PG Architecture and Planning apprenticeships
- Sub-Bachelor Qualifications in partnership with local colleges

Business-related

- PGDip Senior Leadership apprenticeships, option of self-funded MBA top-up

Computing

- UG and PG Data Science, Cyber Security and Digital Technology apprenticeships

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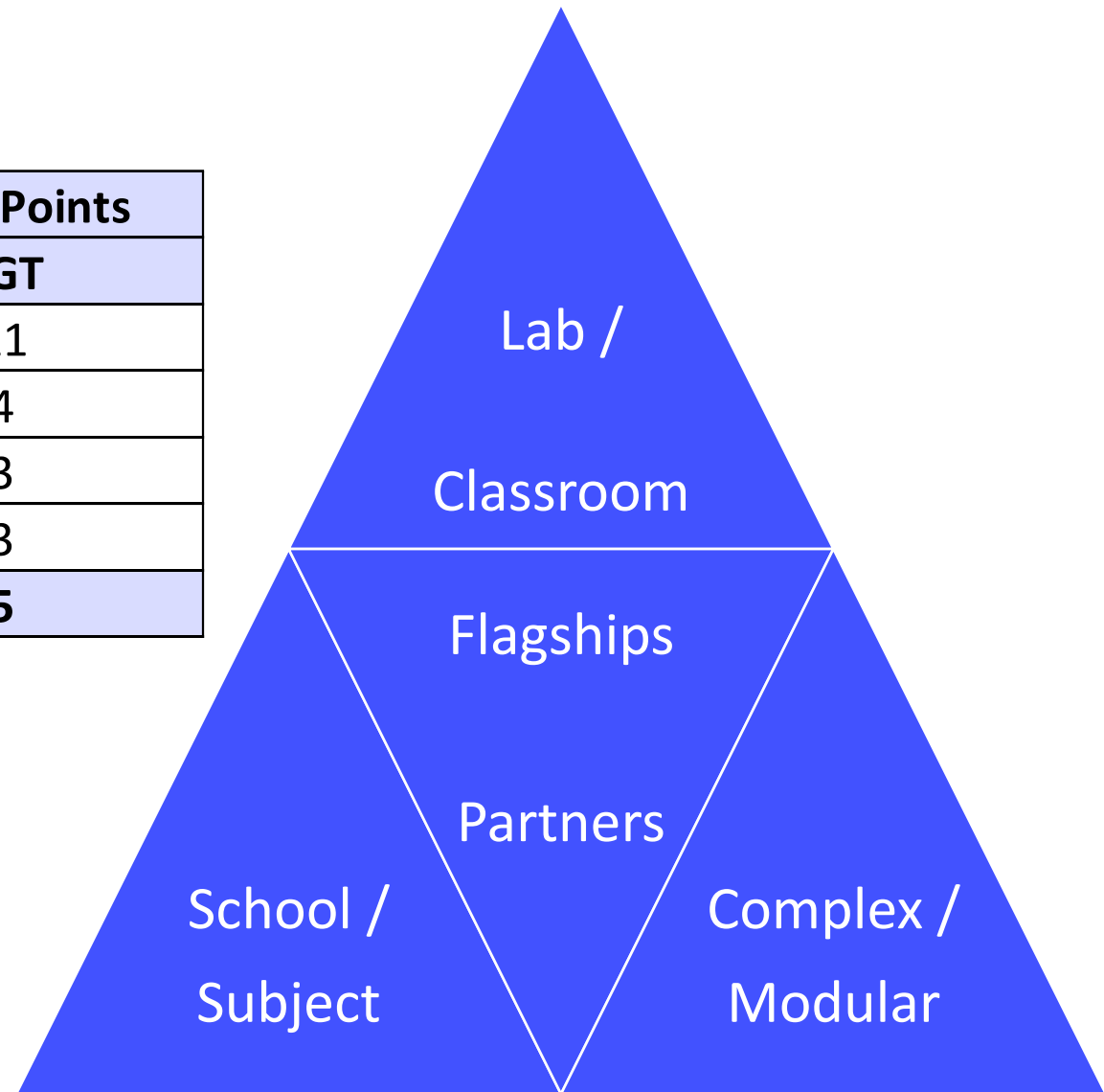
Financial Incentives

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Consider Price Points

Institution Type	Average Number of Price Points	
	UG	PGT
Established	6	11
Modern	2	4
Specialist	1	3
Alternative	1	3
All Institutions	3	5



Fee Rises at Peers – UG International 22/23-24/25

Lowest
Fees &
Lowest %
Increase

Cathedrals
Group

Consider
your
competitors

Russell
Group
Specialist

Highest Fees
& Highest %
Increase

PG Loan in England

Average Home Fee* Vs Loan Value in England



*

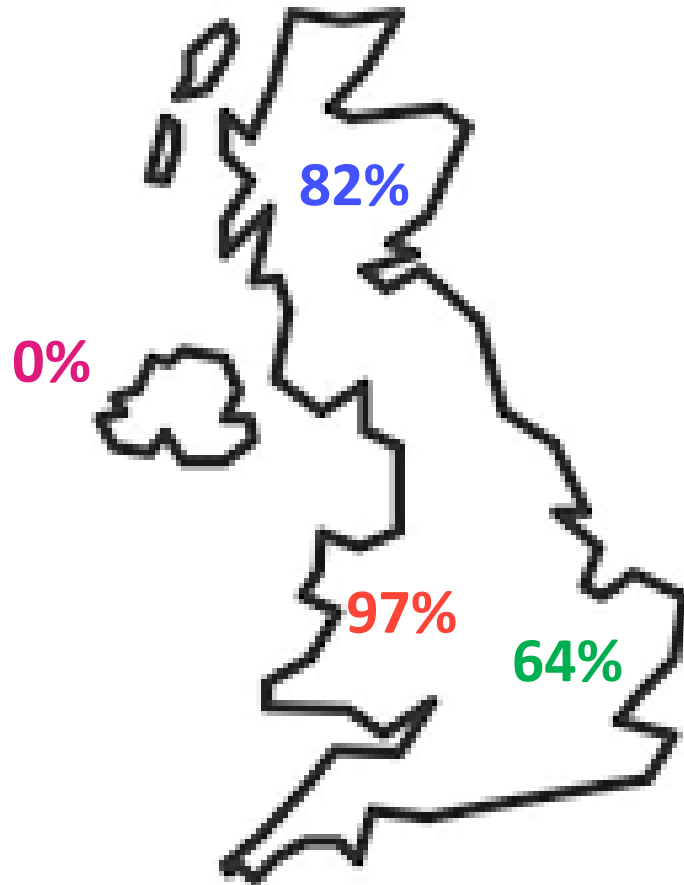
*Full-time
Campus-Based
Standard 180-credit*

Excludes MBAs, Dentistry

*Public universities in England
only (+ Uni of Buckingham)*

*Courses with known GBP fee
in all years 17/18-24/25
(4,831 courses across 121
institutions)*

PG Loan - % Masters with Fees at or below loan rate 24/25



Loan Value

England	£12,471	Fees &/or living costs
Wales	£18,950	Fees &/or living costs
Scotland	£13,900	£7k fees, £6,900 living costs
Northern Ireland	£6,500	Fees only

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Scholarships and Bursaries

More commonly a tuition fee waiver at PG level than at UG level

International awards more commonly a % fee waiver than for Home students

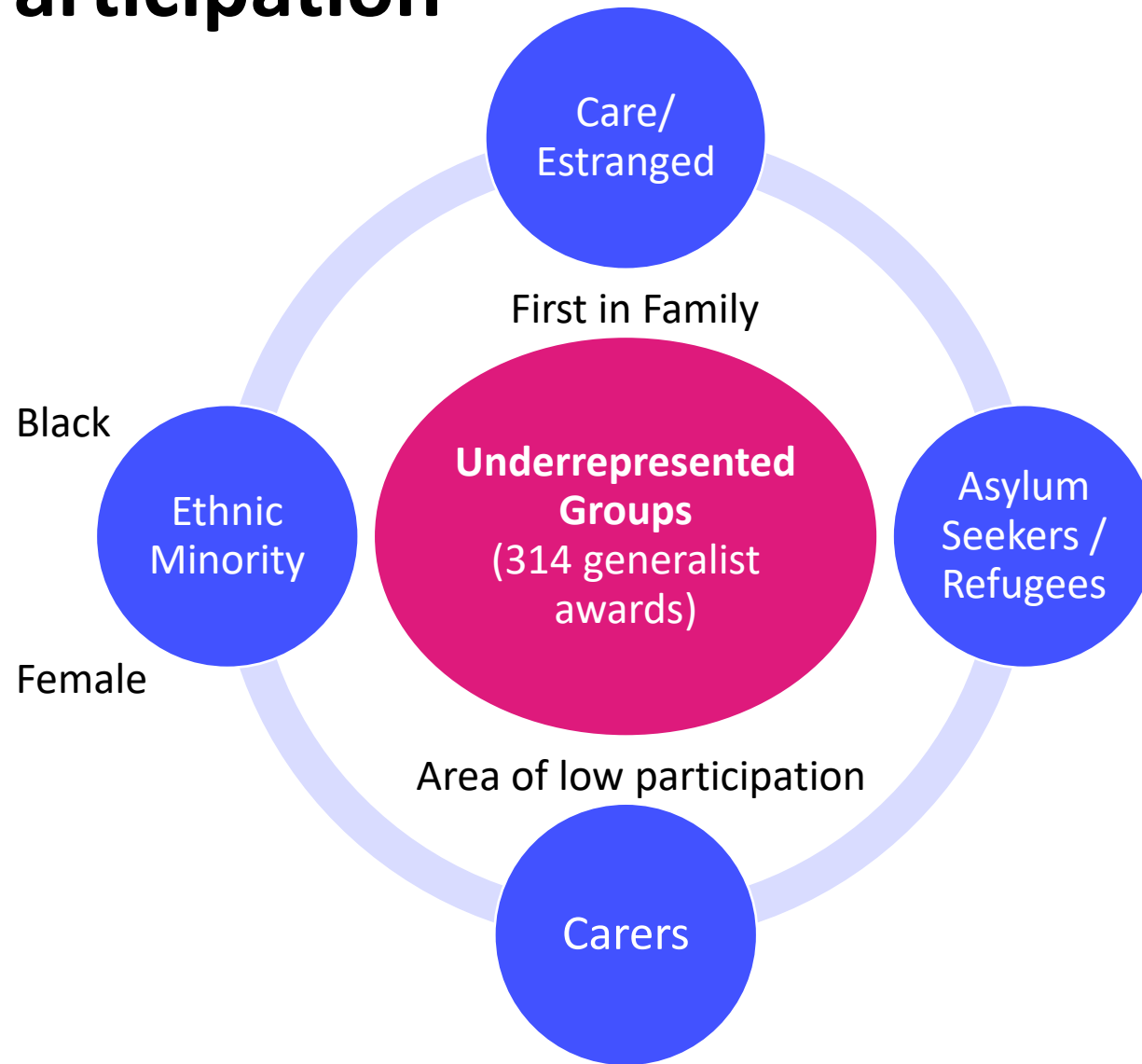
UG awards more likely to be university-wide, PG awards more likely to be at course-level

Merit-based scholarships more common at established universities

Specialist universities show greatest preference for course-level awards

Established have greater proportion for international, Modern have more focus on Home students

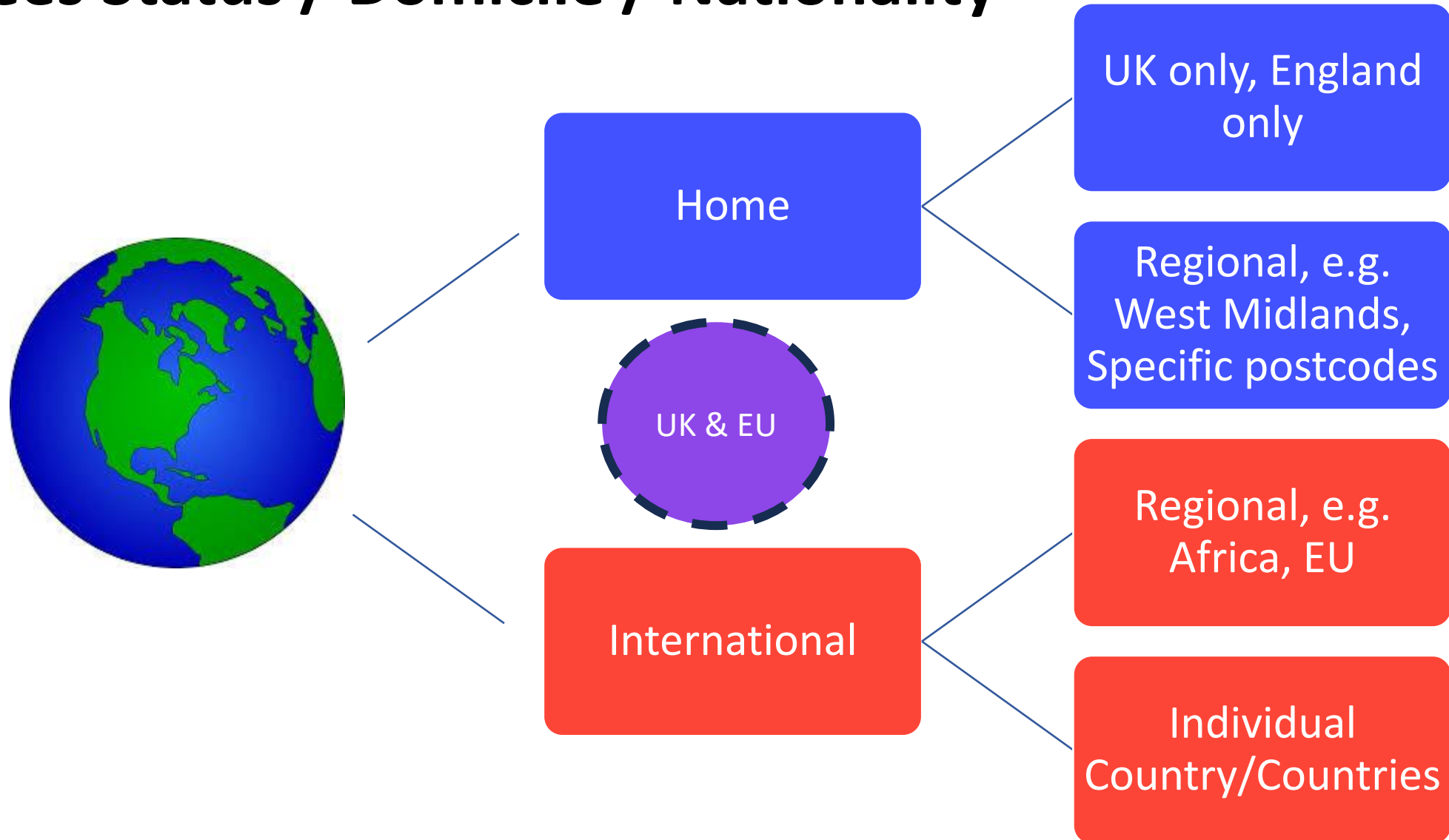
Widening Participation



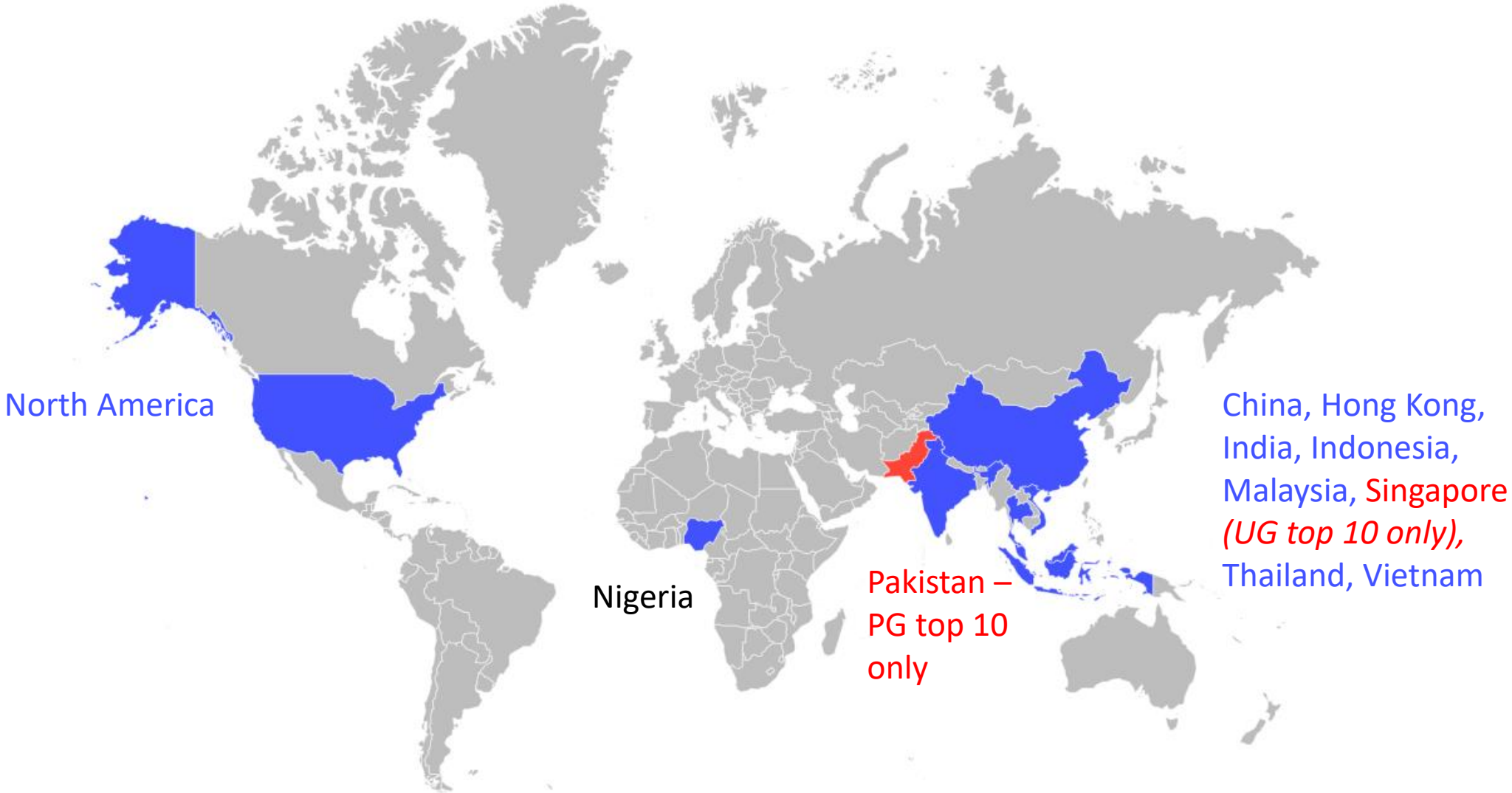
White Male – limited awards target this group

1,313 Awards

Fees Status / Domicile / Nationality



Top Individual Countries for International Awards



Map created at www.fla-shop.com

Subject/Course-Specific Awards - PGT



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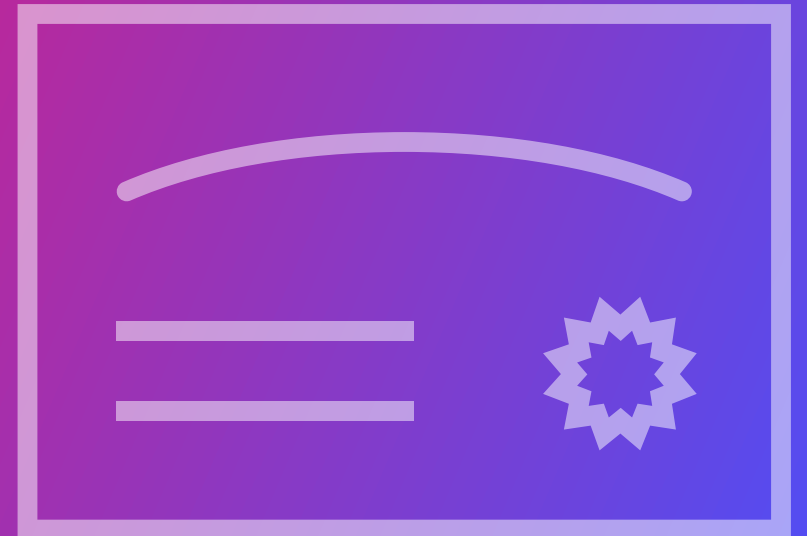
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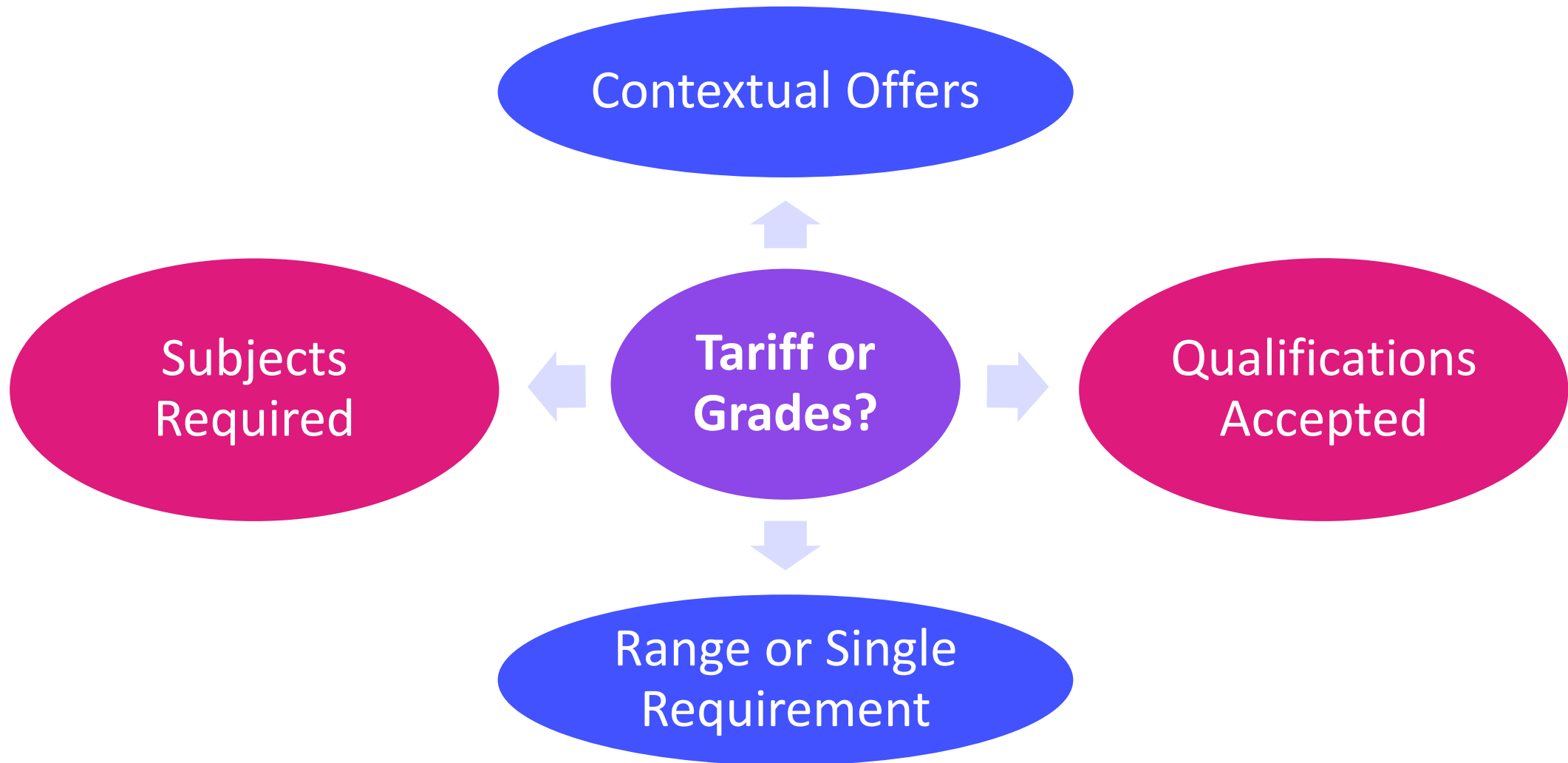
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Consider your options



Level 3 Qualifications – It is hard to keep up!

BBC

T-levels roll-out to see more than 200 courses scrapped

🕒 19 October 2023

DfE pauses post-16 qualifications reform and BTEC defunding

Bridget Phillipson confirms government will review the controversial plans by the end of the year – but only 2024 cuts have been paused so far

FE Week Reporter

🕒 24 Jul 2024, 14:32

Around half of public non-specialist universities list specific T-level requirements for 1 or more Bachelor degree courses.

4 Russell Group universities only mention T-levels to state they are not accepted.

Few list T-level requirements for ALL courses, as they are not relevant to all subjects.

English Language (IELTS)

Health Courses have highest requirements

Non-Health STEM courses have lower requirements

Language degrees require higher IELTS than other Arts & Humanities courses

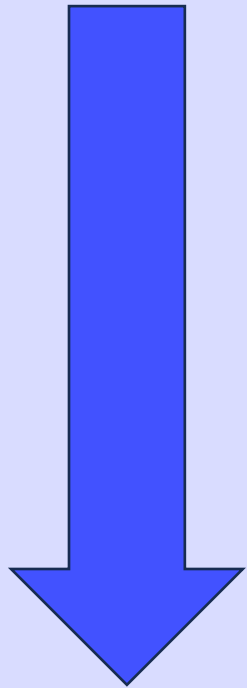
MBA have lower requirements

Different options within a course (Cert/Dip/Masters/Top-Up Masters) – same/similar requirements

Degree Classification



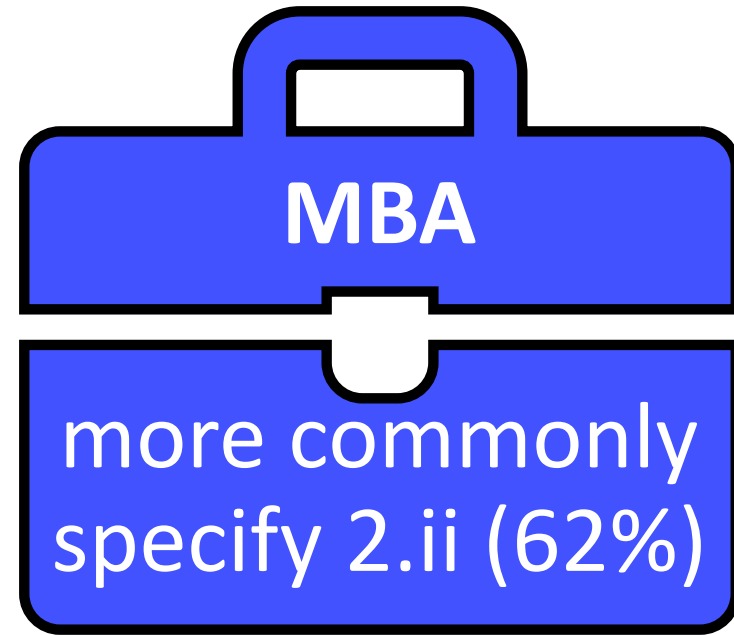
Require 2.i or 2.ii



Masters 87%

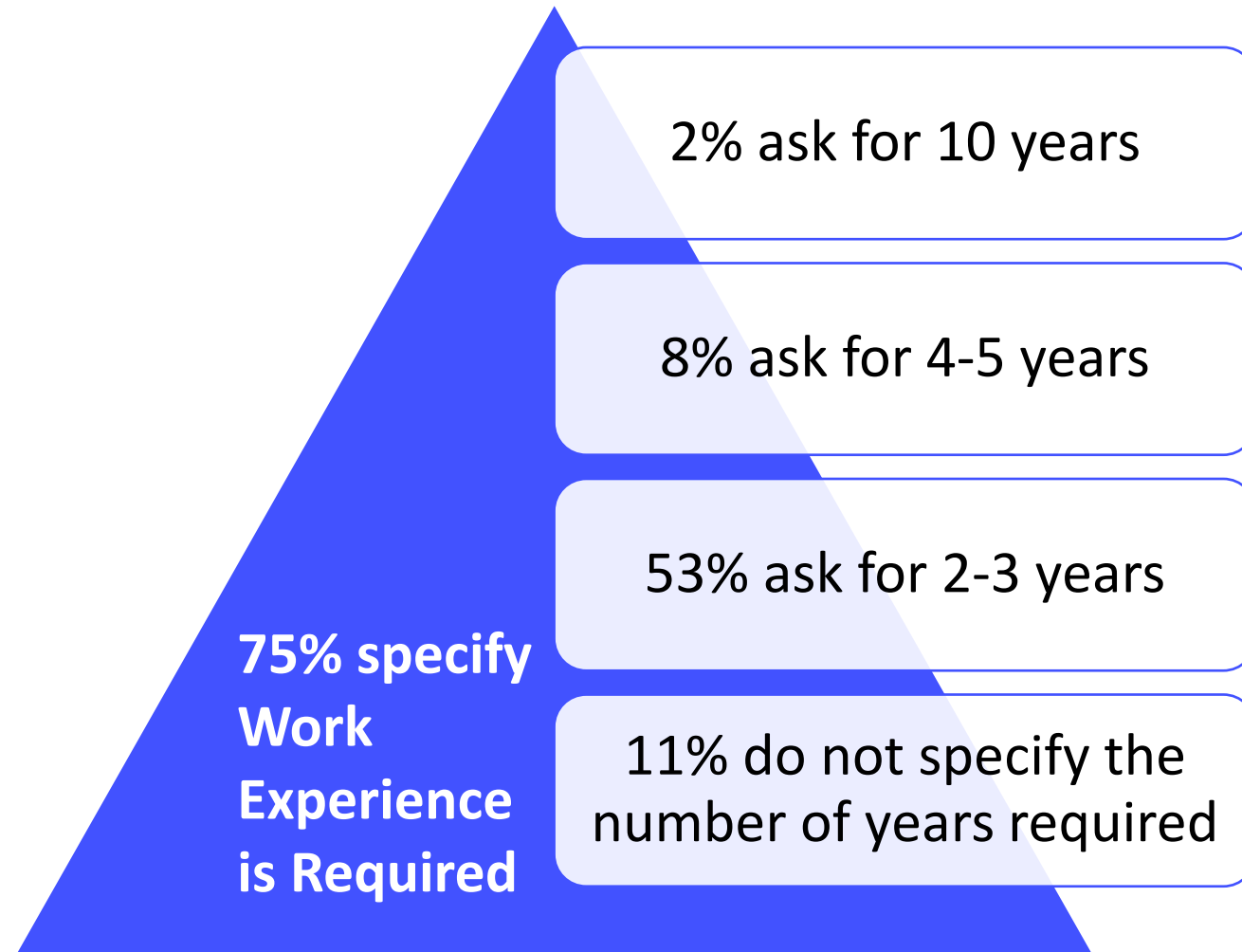
PgDip 61%

PgCert 55%



Specialist HEIs rely less on academic entry requirements – less than half of Masters require a 2.ii or above

Importance of Experience - MBAs



More Information

<https://www.timeshighereducation.com/our-solutions/consultancy/courses-360>

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