

COURSE COSTING

A guide to emerging practice

What is course costing?

“An approach to understanding the nature and level of resources required to deliver a course, module or other unit of teaching.”

The key to success:

Be very clear about why you are doing course costing and what specifically you want to achieve as a result of it.

Course costing can help you to...

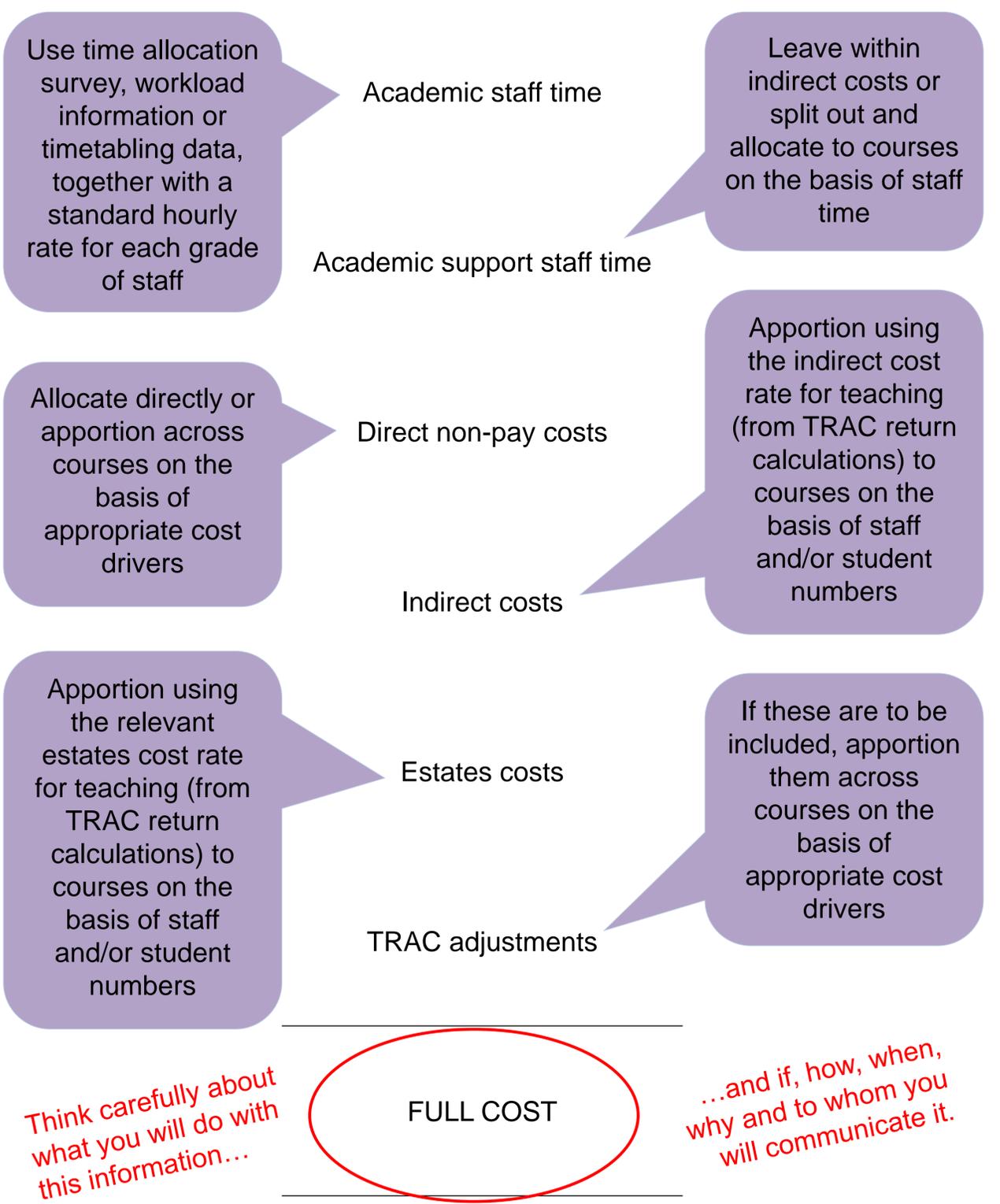
Make better decisions – by giving you a clear and robust understanding of the costs and contribution of modules, courses and programmes.

Manage costs – by allowing you to understand the nature and level of the costs of different courses, and to compare costs over time and between courses and departments.

Inform pricing decisions – by considering the actual cost of the course compared to the market price and likely demand.

Ensure financial sustainability – by helping you to consider the cost of courses, together with the likely or actual student demand for them, when approving new courses and reviewing existing ones.

Measuring the full cost of a course (and what data to use)



Some advice from the guide

- Start with the data that you have
- Get support for your approach and get people involved
- Embed it in existing processes
- Use standard costs and assumptions where possible
- Don't overcomplicate things – make it really easy to use
- Get out there and sell the benefits

Proactive engagement and communication are the key to implementing course costing successfully.

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