

Business Plan – Document Checklist

Key Elements to Include in the Business Plan

- 1. Company overview and ownership structure**
- 2. Market analysis and demand for your courses**
- 3. Competitive landscape in your chosen location**
- 4. Marketing and student recruitment strategies**
- 5. Revenue model and pricing structure**
- 6. Financial projections (3–5 years)**
- 7. Staffing plan and qualifications**
- 8. Facility layout and infrastructure overview**

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Academic Course Plan – Document Checklist

Key Elements to Include in the Academic Course Plan

- 1.The list of courses you intend to offer**
- 2. Detailed curriculum, syllabus and learning outcomes for each course**
- 3.The qualifications and experience of your proposed instructors**
- 4.Your quality assurance and assessment methods**
- 5.Duration, delivery mode (online/offline), and session schedules**
- 6.Assessment methods and certification process**
- 7.Target learners and admission criteria**
- 8.Student support services and learning resources**

