

3.z. Development of a New Academic Program

Subject	Educational Programs	Effective From	Sep - 2011
Policy #	3.z.	Latest Revision	Feb - 2025
Title of The Policy	Development of a New Academic Program	Next Review	Dec - 2025
Responsible Entity	Deans Council	Policy Pages	8
Definitions	AAU: Al Ain University QAIRC: Quality Assurance and Institutional Research Center		
Purpose	This policy provides a framework for the identification and development of new academic programs, in keeping with the college's quality assurance practices and strategic priorities.		
Scope	Students willing to admit with AAU.		
Statement	The initiation of the development of a new program evolves from the Quality Assurance committee of the AAU colleges, as follows: • in-line with AAU's vision and mission • aligned with the academic standards recognized by the UAE national authorities and related international accreditation agencies • responding to the evolving economic, societal and market needs benefiting students, both locally and globally.		
Procedures	There are five stages to our new program development process: 1. Proposal for a new program plan: The proposal for a new program plan (Form 1, attached) expresses an idea for a new program. Providing a detailed overview of the proposed idea, the proposal plan describes the following: • Title of the program • Brief description of the program • Credential type and duration of program • Delivery mode • Alignment with the AAU existing Strategic plan • Extent of development work required The proposal plan should be forwarded to the College Council any time throughout the year. Once the proposal plan is approved at the College Council, it will be moved for Benchmarking analysis. 2. Benchmarking Analysis: The benchmarking analysis (Form 2- attached) is meant for deeper analysis of the program scope and the real need, of the proposed new program. Specifically, the		

	benchmarking analysis should include the following: • Program competitors • Student demand • Employment demand • Resource implications • Consultation Upon performing the analysis, the 2 reports (Form 1 & Form 2) should be submitted by the 'College Council', to the 'University Council' for review. Once accepted, the 'University Council' submits the "proposal of initiating a new academic program" to the Board of Trustees for their final approval. 3. Self-Study Report The concerned college prepares the Self-Study report (as per the national authorities' guidelines and standards), and submits it to the QAIRC for review and comments. 4. Submission to National Authorities After implementing the QAIRC comments/remarks, the QAIRC will handle all required procedures and steps with the relevant national authorities (ADEK, CAA) to obtain the approval/accreditation for the new academic program. 5. Approval & Launch of New Academic Program: • Once the approval for a new program is granted by the national authorities, the QAIRC will inform AAU University Council, for final approval and launching the new academic program. • AAU University Council will notify the "Admission and Registration Unit" and the concerned college. • Finally, the concerned college is responsible to implement all requirements of the new academic program and making the necessary communications with the college stakeholders.
Recent Changes	



Proposal- New Program Plan (Form 1)

The proposal plan should be forwarded (minimum 2 weeks prior to the next meeting), by the College Quality Assurance Committee, to the College Council.

1. Program Specifications

Proposed Title:	
Credential Type:	☐ Bachelor ☐ Master ☐ Postgraduate Diploma
Likely Terms Used (select any for course delivery):	☐ Fall ☐ Spring ☐ Summer
Length of Program: Number of semesters:	

2. Brief description of the program

3. Institutional Fit (why are we proposing this)

4. Extent of Development required (pick one of extensive, moderate, minimal) based on dedicated physical space needs, new curriculum needs, and additional faculty or specialization needs



Benchmarking Analysis for New Program (Form 2)

'Benchmarking Analysis Report' should be submitted along with Form 1 by the 'College Council', to the 'University Council', at least two weeks prior to the next scheduled meeting.

1. Program Specifications

Program Name:	
Department:	
College:	
Credential:	☐ Bachelor ☐ Master ☐ Postgraduate Diploma
Intake(s):	☐ Fall ☐ Spring ☐ Summer
Year and semester of First Intake:	
Number of Students in First Intake:	
Length of Program: Number of semesters: Semester length in weeks:	

2. Brief of the program (5 to 10 sentences)

3. Program Outline and Delivery Options (e.g., classroom, on-line, etc.)

4. Fit of Program

4.1. Institutional Fit

- How does the program fit with the College's mandate, strategic plan and strategic mandate agreement?

4.2. Similarity of Program

- How is the program similar to or different from existing programs at the College?
- What impact will this program have on existing programs at the College?
- Are there similar programs to the one being proposed provincially? Nationally? (Include location of programs and a brief description of these programs – ***provide program standards or program descriptions if a similar program exists already in the province***).
- What makes this program unique from existing programs that are similar?

5. Demand for Program

5.1. Student Demand (Registration Office will assist in gathering data)

- **Provide evidence (data)** of student demand (include how strength of demand has been assessed and data sources used to assess demand).
- Indicate which student populations are most likely to be attracted to the program. Include assessment of whether this program will draw students away from existing college programs or be complementary to existing programs.

5.2. Employment Demand

- Provide **evidence (data)** of demand for this type of graduate from industry. Include trend data, feedback from and support of the program advisory committee, and other data sources.
- Provide **evidence** of industry support for this program.

6. Consideration of Additional Resources

Indicate all resources **known to be required** for the development and/or implementation of this program; including, but not limited to (as appropriate):

- Academic and Liberal Studies
- Co-operative Education
- Curriculum Development or On-Line Delivery
- Facilities
- Finance

- Human Resources
- Information Services
- Marketing
- Student Services

7. Consultation

Include results of all consultations regarding development and/or implementation of this program to date.