UNIVERSITY OF GREENWICH

Application Pack for Prospective Transnational Education (TNE) Partners

Application Stage 1: Introductions & Business Case Form

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1. Introduction to the University of Greenwich

The University of Greenwich is a UK public University with a strong civic mission and a well-established international presence. With campuses in London and Kent, the University delivers professionally relevant, research informed education across a broad disciplinary portfolio.

The University has extensive experience of transnational education (TNE) and works with a carefully selected group of international partners. All collaborative activity is governed by the University's Academic Regulations and aligned with the UK Quality Assurance Agency (QAA) Quality Code.

2. Welcome from the Director of International Engagement

"Thank you for your interest in partnering with the University of Greenwich. International collaboration is central to the University's global strategy. We seek long-term, high-quality partnerships with institutions that share our commitment to academic excellence, student experience, and sustainable growth.

This Application Pack sets out our partnership models, expectations, and approval processes. It is designed to ensure clarity, transparency, and consistency for

prospective partners while protecting the academic standards and reputation of the University of Greenwich.

We look forward to engaging with partners who can deliver scale, quality, and ambition, and who wish to grow collaboratively with the University."

Mr Peter O'Hara
Director of International Engagement

3. Transnational Education and Collaborative Provision at Greenwich

The University of Greenwich delivers transnational education through a portfolio of approved collaborative models that enable students to access a UK degree while studying locally or through blended delivery.

Information on our International Partnerships is available on our website:
http://www.gre.ac.uk/collaborations/prospective

The University currently works with over 20 international partner institutions worldwide, reflecting a selective and strategic approach to partnership development. Further details can be found here.

All collaborative provision is subject to formal academic governance, ongoing monitoring and periodic review.

Geographic Scope and Exclusivity: The University of Greenwich is not actively seeking new partner institutions in the following countries, where exclusivity arrangements are already in place:

- Pakistan
- Iraq

Where an applicant believes it can demonstrably deliver additional recruitment or strategic value within these territories, the applicant should engage directly with the existing University of Greenwich partner to discuss opportunities. New applications from these countries will not normally be considered without clear evidence of such engagement. The University of Greenwich may introduce you to the partner upon request.

4. Partnership Models and Definitions

4.1 Franchise

Under a franchise arrangement, a partner institution delivers University of Greenwich programmes designed and owned by the University.

- Curriculum and assessment are set by the University
- Teaching is delivered by the partner
- Assessment is marked by the partner and moderated by the University
- Students receive a University of Greenwich award

Preferred Strategic requirements for franchise partnerships:

- A minimum of 4 programmes must be franchised at the outset
- A minimum recruitment of 50 students per programme is expected
- A minimum total recruitment of 200 students in Year 1 is required
- Partners must demonstrate the ability to add further programmes annually to support growth
- Franchise is the preferred delivery route where the University of Greenwich already offers the programme internally, ensuring full alignment with existing curriculum, quality assurance processes, and academic oversight.

4.2 Validation

Validation is an arrangement under which the University of Greenwich approves a programme designed and delivered by a partner institution, leading to a University of Greenwich award.

- Programme design is led by the partner and approved by the University
- Teaching, assessment, and marking are undertaken by the partner
- The University assures academic standards and quality
- Students receive a University of Greenwich award

Preferred Strategic requirements for validation partnerships:

- A minimum of 2 programmes must be validated at the outset
- A minimum cohort of 100 students per programme to be validated is expected
- A minimum total of 200 students in Year 1 is required
- Partners should, where possible, demonstrate intention for further programmes to be validated annually to support growth
- Validation is the preferred delivery route where the University of Greenwich does not currently offer the programme, enabling partners to deliver provision that expands our portfolio while maintaining University standards without requiring internal programme ownership.

4.3 Progression

Progression arrangements enable students who complete an agreed programme at a partner institution to progress with advanced standing to a University of Greenwich programme.

4.4 Articulation

Articulation agreements recognise prior learning completed at a partner institution for entry with credit to a University of Greenwich programme, based on approved curriculum mapping.

4.5 Dual Degree

Dual degree arrangements enable students to complete aligned programmes leading to two separate awards, one from each institution, supported by joint academic oversight.

5. Strategic Expectations, Exclusivity and Partner Categorisation

The University seeks partners that demonstrate ambition, scale and long-term commitment.

Exclusivity

Exclusivity arrangements are possible and actively encouraged where appropriate. Partners may be asked to work exclusively with the University of Greenwich within defined subject areas or territories to protect the University's brand and ensure market clarity.

Partner Categories

Partners may be categorised as:

- Platinum Partner
- Gold Partner
- Silver Partner

Categorisation will reflect scale of provision, quality performance, strategic alignment, growth trajectory and exclusivity. The criteria and benefits associated with each category will be confirmed separately.

6. Collaboration and Global Mobility Opportunities

6.1 Turing Scheme - Global Mobility

The University of Greenwich participates in the UK Government's Turing Scheme, supporting global student mobility.
Opportunities may include:

- Inbound mobility for partner students to the University of Greenwich
- Outbound mobility for University of Greenwich students to partner institutions
- Short-term study or work placement opportunities

Participation is subject to annual funding availability and institutional approval.

6.2 University of Greenwich General Summer School

Partners may nominate students to participate in the University of Greenwich General Summer School, offering short-term academic study in London and exposure to UK teaching and culture.

7. Benefits of Partnering with the University of Greenwich

- Access to a UK recognised award
- Academic oversight and quality assurance
- Internationalisation and mobility opportunities
- Long term strategic collaboration

8. Business Case Form

To support the University in evaluating the strategic, academic, and commercial suitability of the proposed collaboration, prospective partners are required to complete a summary of their Business Case. This document will be reviewed in line with the University of Greenwich's international strategy, academic standards, and transnational education (TNE) framework.

Please complete the table below by providing a summary for each section. Where information is not applicable or not currently available, please explain the reasons rather than leaving sections blank.

The Business Case and any supporting documentation should be written in plain English, avoiding institutional jargon and unexplained acronyms. The information provided should be suitable for review by senior academic and professional stakeholders.

Useful guidance:

- The University of Greenwich prioritises partnerships with clear growth potential.

- Proposals offering a minimum of **4 programmes** with projected enrolments of at least **200 students** within 12 months (normally 50 students per programme) will be prioritised.
- Partner fee arrangements are negotiated on a case-by-case basis and are typically linked to student recruitment volume and the agreed collaboration model.
- Partners are required to commit to a minimum annual financial payment, providing assurance of the partnership's commercial sustainability.
- Proposals should demonstrate a credible recruitment strategy and capacity to scale.
- All partnerships must meet the University of Greenwich's academic quality, regulatory, and governance requirements.

Business Case Form

Topic	Partner Response (maximum of 200 words per row)
Section 1: Institutional Profile	
1.1 Institution Details Please provide institution name, address, website, applicant name, job title and email	
1.2 Institution Overview Provide a brief background of your institution, year established, number of faculties, professional recognition/accreditations, other international partnerships you currently have, strategic mission/ educational values and any other information you feel relevant	
1.3 Strategic Rationale for Partnership Explain why you are seeking partnership with the University of Greenwich and why now	
1.4 Campuses and Delivery Locations List campuses where University of Greenwich programmes would be delivered	
Section 2: Academic Capability and Delivery Model	
2.1 Current Academic Provision Outline current UG/PG/Foundation provision and subject strengths	
2.2 Student Profile and Scale Provide current student numbers by level and discipline	
2.3 Teaching and Assessment Model Describe your academic calendar, assessments and current language of instruction	
2.4 Academic Mission and Values Explain alignment with the University of Greenwich	

Business Case Form

Topic	Partner Response (maximum of 200 words per row)
Section 3: Market and Country Context	
3.1 Country and Economic Context Provide population, economy, language, and political context	
3.2 Education System Overview Describe the national education system and degree length	
3.3 Market Demand and Subject Areas Identify high-demand subjects and delivery preferences (full time on campus or blended)	
3.4 Industry and Employer Alignment Summarise key industries and employer collaborations	
Section 4: Regulatory and Quality Environment	
4.1 Regulatory Framework Identify regulators and approval requirements	
4.2 Recognition of UK Qualifications Confirm recognition of UK TNE programmes	
Section 5: Partnership Scope and Programme Intent	
5.1 Proposed Programmes List University of Greenwich programmes of interest (and what Levels you wish to support i.e. Level 4, 5, 6 and 7) *5, 6 and 7). Refer to separate programme list. If you cannot find your preferred programme(s), please state programme(s) of interest and we will endeavour to seek an equivalent or consider validation.*	

Business Case Form

Topic	Partner Response (maximum of 200 words per row)
5.2 Delivery and Award Structure Confirm whether programmes will be delivered as franchise, validation, dual award, joint award, progression, articulation, or other models around global mobility such as summer schools and study abroad	
5.3 Credit Articulation/Parallel Degrees If applicable, describe any proposed articulation routes or parallel degree arrangements and institutional readiness to support them	
5.4 Intended Start Date State proposed start year and intake	
Section 6: Assessment and Academic Infrastructure	
6.1 Assessment Centres Identify where students will take exams within the institution and its capacity	
6.2 Academic Governance Readiness Confirm leadership and faculty support	
Section 7: Competitive Landscape and Recruitment	
7.1 Competitive Environment Summarise competitors and UK TNE presence	
7.2 Target Student Market Describe target demographics and funding	
7.3 Recruitment Channels Outline recruitment channels and feeder schools	

Business Case Form	
Topic	**Partner Response** (maximum of 200 words per row)
Section 8: Financial Model and Sustainability	
8.1 Fee Structure and Affordability Explain proposed fees and affordability - what your institution will charge and UoG's proposed fee per student	
8.2 Recruitment Projections Provide five-year recruitment projections, per programme, for UoG collaboration	
8.3 Marketing and Investment Plan Summarise marketing strategy and costs	
Section 9: External Support and Validation	
9.1 Government and Stakeholder Support Identify government or institutional champions	
9.2 Market Research and Advisors Provide details of any third-party research used, if applicable	

Next Steps

On completion of the above table please email this document to IPO@greenwich.ac.uk

Following submission, the University of Greenwich will review the Business Case as part of its initial due diligence and strategic assessment process. Where further clarification or additional information is required, the University may contact you by email or invite you to participate in an online meeting.

If the collaboration appears viable on initial assessment, please note that the University will next request three elements of Due Diligence:

- Legal
- Financial
- Regulatory

The Business Case and the Due Diligence documentation would then be presented to the Board to review the commercial viability and its strategic fit.

If the University of Greenwich determines that it does not wish to progress the opportunity at this stage, this decision will be communicated in writing. Please note that the University is unable to provide detailed feedback on unsuccessful applications. However, the decision may be based on one or more of the following considerations:

- Lack of alignment with the University of Greenwich's mission, values, or educational objectives
- Misalignment with the University's transnational education (TNE) and international partnership strategy
- Insufficient evidence of market demand, student recruitment potential, or long-term sustainability
- Proposed scale or programme portfolio not meeting minimum viability thresholds, even within an extended period.
- Concerns regarding academic quality, governance, or delivery capability
- Regulatory, legal, or compliance constraints within the proposed country or region
- Financial or commercial models that do not meet the University's sustainability or risk requirements
- Duplication or conflict with existing University of Greenwich partnerships or strategic priorities
- Reputational risk considerations or adverse due diligence findings

The University of Greenwich reserves the right to discontinue consideration of any proposal at its discretion and at any stage of the review process.