

To accompany Excel template

Course Name	Informatics with Study Abroad (5 year integrated Masters with Honours – MInf)
Delivery Method	On campus with one year compulsory study abroad (3 rd Year)
Contact	Prof Donald Sannella

1. How does this programme fit with both College and University Strategy?

This is a variant of the existing MInf programme, and fits with College and University strategy in the same way as that degree does. Additionally – and this is the reason for introducing a new programme – it offers increased opportunities for our students abroad, contributing to the “Influencing Globally” development theme of the University’s 2016 Strategic Plan. It also aligns with the College of Science and Engineering’s Internationalisation Strategy, contributing to “Internationalising our student experience and extending student mobility to foster greater global exchange”. Increasing the flow of outgoing exchange students will allow the flow of incoming exchange students to increase, further contributing to these strategies and increasing diversity in our student body.

2. Who are the main competitors for this Programme. How does Edinburgh’s offering compare?

Several UK universities offer a BSc in Computer Science or Software Engineering with a year of study abroad: examples are Bath, Birmingham, Cardiff, Essex, Hull, KCL, Lancaster, Leicester. Some offer an undergraduate integrated Master’s degree with a year of study abroad: Bath (MCompu), Birmingham (MSc), Bristol (MEng), Imperial (MEng), Newcastle (MCompu), Nottingham (MSci), Strathclyde (MEng). The proposed programme will compete most directly with the latter. It will, as with the existing MInf programme, be billed as the premium undergraduate offering by the UK’s foremost academic research organisation in Computer Science and Informatics.

3. What is the target market of the Programme? Will any existing programmes be affected by the introduction of this Programme?

The target market is the same as for the existing MInf programme. Some of the students who would register for the existing MInf programme may register for the proposed new programme. We expect that additional students will be attracted by the “Study Abroad” label.

4. What Marketing has been planned or completed to support the predicted student numbers?

No marketing has been planned or completed. There is no significant risk because the proposed new programme is a label for a variant – that students can already take, because of the availability of exchange programmes – of the existing MInf.

5. If this programme is in collaboration with other institutions, give details of the partners and the fee structure.

N/A

6. Additional financial notes:

There are no additional costs of adding this programme, beyond the administrative cost of maintaining any additional degree programme, because the proposed new programme is a label for a variant – that students can already take – of the existing MInf. Financial arrangements for the year abroad are the same as for existing exchange programme. For that reason, the Programme Costing Template has not been completed.