



Programme Design, Approval and Review

Rushmore Business School continuously carries out market research, collecting primary and secondary data to assess demands for new courses. Prospective students and relevant stakeholders in the particular fields of study are contacted and interviewed accordingly. When the need for a new course is confirmed, a Panel (Course Committee) is set up to work on the design and structure of the programme. The Panel comprises both internal and external members:

Internal members	External members
Heads of Departments	Academic Consultants
Lecturers in the relevant field	Industry Specialists/Employers
Business Development Consultant	Potential students

The Panel also decides on the relevant modules, to be incorporated in the Programme of study, which would match the needs and requirements of the concerned industry. A comparative study is also carried out for assessment against similar approved programmes offered elsewhere to determine curricular effectiveness. In the light of information gathered, the panel after consultation with the Academic Board of Rushmore Business School sets out to finalise the design and structure of the programme. Once the programme content is finalised and approved internally, it is submitted to the Higher Education Commission (HEC) for External approval and accreditation.

Programmes offered by Rushmore Business School and awarded by our academic partners abroad, are already sanctioned by the respective awarding bodies.