THE Consultancy
Courses 360

Courses 360 Databases

THE Consultancy

For over 50 years, Times Higher Education have been supporting the higher education sector to make critical business decisions and are dedicated to improving higher education in the UK and across the world.

The Consultancy team bring decades of experience, to provide strategic, data-driven guidance, supporting partners to build effective and sustainable strategies aligned to their mission.

Understanding that all organisations are unique, we combine proprietary and primary data to design customised solutions.

THE Consultancy

Brand and Reputation

TNE and International Focus

Sustainability

Course and Portfolio

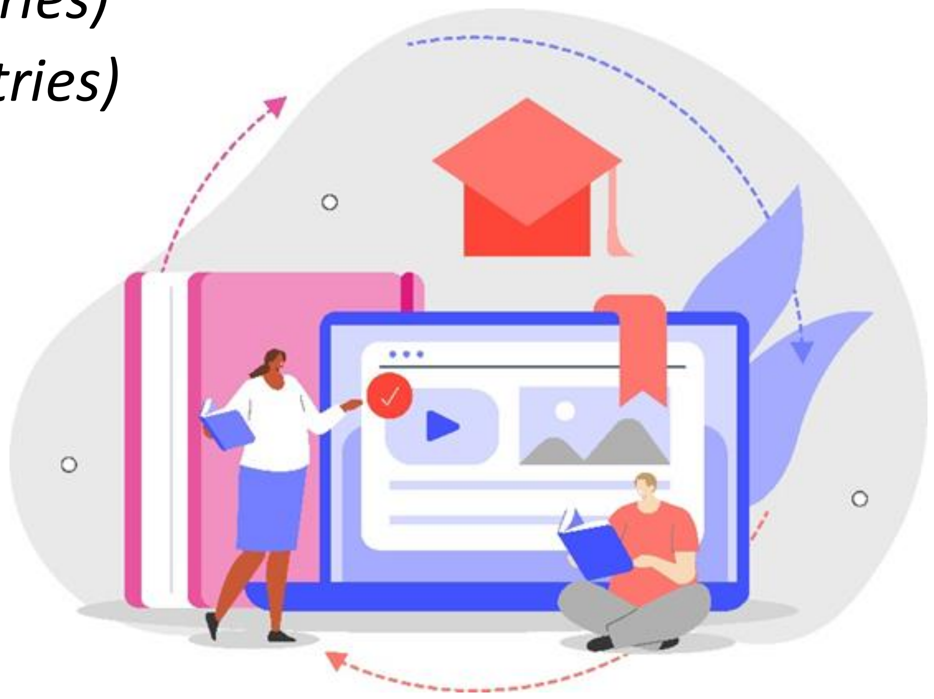
Digital Maturity & Transformation

Data products:
World Rankings and Impact Rankings
Courses 360 Databases

What are the Courses 360 Databases?

Three MS Excel databases:

1. Undergraduate (UG) Courses *(over 24,000 entries in 26/27 database)*
2. Postgraduate Taught (PGT) courses *(over 19,000 entries)*
3. Scholarships and Bursaries (Internal) *(over 6,000 entries)*



Key Uses:

- Tuition Fee Analysis
- Entry requirements benchmarking
- Identifying new competitor courses
- Revealing subject trends
- Assessing financial incentives

Courses 360 – How can it help

Tuition Fees – benchmarking, planning, pricing trends

Entry requirements – are they too low/high?

Detailed Data

Identification of competitor activity- portfolio changes, new courses

Explore financial incentives – what do international students actually pay?

Courses 360 History

Originally created by The Knowledge Partnership, which was acquired by THE in December 2020, the Courses 360 databases have continually evolved in response to client feedback and demand.

Academic Year	History
2010/11	First Pilot Data Collection (not published)
2012/13	First UG and PGT Tuition Fees Databases Published (full-time campus-based provision only)
2015/16	UG Entry Requirements added for first time PGT Distance Learning courses added for first time
2022/23	Part-time and non-Autumn start date Campus-based PGT courses added for first time
2024/25	Coverage extended to include sub-bachelor qualifications, apprenticeships, advanced entry degrees, graduate-entry programmes and top-ups. UG coverage extended to non-Autumn start dates and all study modes. Scholarships and Bursaries Database launched.
2025/26	Research Masters with a taught element added to PGT database

Courses 360 - Key Content

Courses Databases

i. **Annual Full-time** International Tuition Fees (UG) or **Total** International & Home Tuition Fees (PGT)
ii. Academic Entry Requirements – UG Optional (extra charge), PG Included as standard
iii. English Language Requirements – UG Optional (extra charge), PG Included as standard
iv. Course structure (Study Mode, Length, Teaching Model, Start Date)
v. Course Options (UG Foundation Year, UG Study Abroad, Placements)
vi. Accreditations
vii. Subject coding

Scholarships and Bursaries

i. Focus (University-wide, Subject or Course Specific)
ii. Target Market (Home, International)
iii. Award Criteria (Academic, Other, e.g. WP)
iv. Award (Value, Number of Years, Tuition Fee Discount)

Optional Add-on to Courses Databases: University and Subject Metrics (league tables, NSS, REF)

Courses 360 Coverage - Institutions

Courses Databases:

- All UK Public HEIs (including UK branch campuses)
- Selection of Alternative Providers *(those with permission to use 'University' in their title, those with TDAP to Bachelor level or above, members of a university mission group)*

Scholarships and Bursaries

- Internal awards at all UK Public HEIs (including those provided by an external body/trust aligned to specific courses at an institution)

Courses 360 Coverage – Course Types

- Advanced Entry Degrees
- *Apprenticeships (summary information only)*
- Bachelor/Honours Degrees
- Sub-Bachelor Qualifications (Foundation Degrees, HNDs, HNCs, DipHEs, CertHEs)
- Dual Degree/Qualifications
- Fast-Track Degrees
- Graduate Certificates/Diplomas
- Graduate-Entry Degrees
- Integrated Master’s Degrees
- *International Pathways (summary information only)*
- Taught Masters Degrees
- MBAs
- Postgraduate Certificates & Diplomas (those promoted as qualifications in their own right)
- Final Year Top-Up Degrees
- Top-Up Masters

Courses 360 Methodology and Timeline

Data Collection

- October-March (Public HEIs)
- April (Alternative Providers)
- Manual Process
- University Websites

Data Priorities

- Institutions nominated by confirmed clients
- Russell Group - usually complete by end of January (UG) and February (PGT)

Quality Control

- 10% of entries (courses/ awards)
- Anomalies checked
- Patterns observed and outliers checked

Delivery

- Monthly updates November-April (all Public HEIs included by end March)
- Final Version (TBCs checked) in June

Different timings for Scholarships and Bursaries Database

Fee Optimisation Strategy - Overview

A strategic, data-driven solution to optimise tuition fee revenue across your entire portfolio - combining competitive positioning insights with market-specific fee response modelling.

Strategic benefits

- **Optimised overall tuition fee revenue**, by ensuring maximised tuition fees across your portfolio, and, in turn, creating a more attractive offering for future demand.
- Creates **a proactive tuition fees strategy** that ensures achievement of market positioning, portfolio targets and long-term goals.
- A **cohesive, data-driven** framework, **greater confidence** and internal justification for pricing decisions.

Differentiators

- Benchmarking against **true competitor sets** rather than relying on static/outdated lists.
- **Forward-looking benchmarking** based on projected competitor fee increases, rather than current or historic published fees.
- Utilises **unique applicant behaviour modelling** tailored to your institution, enabling optimised fee changes based on demand, conversion probability, and student composition.

Fee Optimisation Strategy – Our Approach

Competitor grouping and context analysis

Starting from proprietary Courses360.

Analysis of your fees by subject area and relative to your competitors.

Competitor sets are data-driven and vary by scope (UG Int'l/PGT UK/PGT Int'l) and subject.

Modelling university-specific market response

Based on applicant responses to your UG courses, we model UG market price sensitivity.

An adjusting factor (based on recruitment patterns at PGT) is applied to get the corresponding PGT price sensitivity for each market.

Optimisation, scholarships, and more

We calculate the optimal price(s) for each subject area to optimise total fee revenue.

We group markets into fee tiers, estimate the total scholarship budget, and test changes in your exposure to different markets.

Fee Optimisation Strategy - Outcomes

Across a competitor-driven range, for each market and subject area across UG International, PGT UK, and PGT International, the **optimisation function** evaluates the probability of acceptance from our price sensitivity analysis and returns the fee level expected to maximise revenue outcomes. We can then outline:

Optimal fee levels

Identify a single optimal fee level for each subject area by balancing price sensitivity, expected acceptance rates, and revenue potential across all markets.

Grouping markets into tiers

We can summarise the optimal fees of different markets into tiers for each subject - with the difference between Tier 1 (gross) and other tiers effectively representing the associated scholarship value.

Scholarship and levy strategy

Estimate the total scholarship investment required to support the recommended fee strategy. Assess levy-related considerations and overall financial outcomes.

Post-model scenario testing

The model can incorporate strategic recruitment priorities by adjusting market exposure assumptions, such as increasing or reducing focus on specific countries or regions.