

Designing and Approving New Academic Programs

A Strategic Pathway to Institutional Growth

OVERVIEW

A university sought to diversify its academic portfolio in health and behavioral sciences to meet evolving workforce demand. GRG Education provided a structured program development framework — from market analysis and curriculum design through regulatory submission — resulting in approved new programs and a replicable internal process for future expansion.

THE CHALLENGE

Launching new academic programs requires simultaneous execution across multiple dimensions: market validation, curriculum development, faculty capacity assessment, financial sustainability modeling, and regulatory approval. Institutions that treat these as sequential steps — or that bypass any of them — routinely produce programs that either fail to attract students, fall short of accreditor expectations, or collapse to obtain necessary approvals. The institution needed a disciplined framework that integrated all these elements from the outset.

GRG EDUCATION'S APPROACH

- Conducted labor market and workforce demand analysis to validate program viability
- Supported academic curriculum design aligned with professional and accreditation standards
- Built financial sustainability models for each proposed program
- Aligned program architecture with regulatory requirements prior to submission
- Collaborated with faculty and administrators throughout to ensure academic ownership

RESULTS

- New academic programs in health and behavioral sciences designed, approved, and launched
- Regulatory submissions completed with full compliance on first review
- Curriculum aligned to professional standards and accreditor expectations from inception
- Replicable program development framework established for future institutional use

KEY TAKEAWAY

Program development is both an academic and a strategic exercise. Institutions that integrate market intelligence, regulatory requirements, and financial sustainability from the start build program portfolios that serve students and endure.