

Credit	A measure of the total amount of learning effort in a course, including both the class/tutorial/laboratory/workshop/work-integrated learning time and the amount of independent learning that a student must do to succeed in that course.
Credit course	A course that is part of a program approved by the Alberta government that has a credit value associated with it. It is included in the calculation of a student's grade point average.
Credit program	A program that is approved by the Alberta government.
Curriculum	The assessments, materials, laboratory and other learning activities that facilitate learning.
Direct development costs	All expenses and capital costs directly attributable to creating or modifying a product.
Direct operating costs	All expenses directly attributable to delivering a product.
Domestic client	A corporation or government agency whose legal base of operations is within Canadian national boundaries or jurisdiction and who does not meet the definition of an "international client".
Gross margin	Total revenue less direct operating costs and withholding taxes, expressed as a percentage of total revenue.
Gross profit	Total revenue less direct operating costs and withholding taxes.
International client	A corporation, association, institution or government agency whose legal base of operations is outside of Canadian national boundaries or jurisdiction, or such an agency within Canada for whom product is to be provided to qualified international students or outside of Canadian national boundaries or jurisdiction.
International student	A student who is not a Canadian citizen or permanent resident, but who is: a) A visitor to Canada with a valid study permit authorizing that student to study in Canada in accordance with the

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terms of federal immigration legislation and who is neither a Canadian citizen, permanent resident or refugee nor otherwise legally entitled to maintain a permanent Canadian residence;

- b) A visitor to Canada with a valid visitor's visa who will be studying in a SAIT program or course less than 6 months in duration; or
- c) Registered in a SAIT course or program delivered in a country other than Canada.

International tuition fee	Tuition fees charged to international students.
Non-credit course	A non-credit course is not part of an Alberta government-approved program and does not have a credit value associated with it. It is not included in the calculation of a student's grade point average.
Non-credit curriculum	Learning materials that SAIT has created or licensed that are not approved through the process for managing curriculum.
Non-credit program	A program that is not approved by the Alberta government.
Overhead costs	Expenses that are not directly attributable to, but are required for, delivering a product. Overhead costs may be variable or fixed.
Product	A program, course, good or service that SAIT creates, licenses or buys and offers for sale. This includes goods or services created through delivery of product that SAIT offers for sale.
Program	A prescribed curriculum leading to a SAIT credential. A program is divided into a number of courses.
Return on investment (ROI)	The benefit (proceeds less cost) of an investment divided by the cost of the investment, expressed as a percentage. ROI can be used to measure or compare the efficiency of an investment. At SAIT, ROI is generally evaluated over a five-year term.
Tuition fees	Charges payable to SAIT in exchange for instruction.

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Withholding taxes

Taxes imposed by foreign governments on organizations whose legal base of operations are within their national boundaries or jurisdiction.

GOVERNING PRINCIPLES

1. This procedure and its associated processes apply to all product (credit and non-credit) at SAIT, excluding apprenticeship programs and sales through the Commercial Services department and the Applied Research and Innovation Services department.
2. Product shall be offered based on stakeholder needs.
3. Product outcomes are expected to achieve the overall goals that SAIT approves annually.
 - a) Product is expected to be offered on a cost recovery basis at a minimum. Exceptions must be approved by the vice president, corporate development, applied research and international or designate (in the case of programming offered by the CDARI division) or by the CFO and vice president, corporate services (in the case of all other programming).
4. SAIT assesses potential opportunities based on financial and non-financial criteria and risks associated with the investment, delivery and retirement of product.
5. SAIT will determine if product is ancillary services, academic enterprise or commercial enterprise as defined by the Alberta government's *Self-Generated Revenue Policy for Public Post-Secondary Institutions* and will obtain approvals from the government and/or SAIT's Board of Governors, if necessary.
6. SAIT establishes monitoring and reporting processes for financial and non-financial information associated with the investment, delivery and retirement of product.
7. Approvals for credit curriculum, including new curriculum and changes to existing curriculum, must comply with the Alberta government's policies and regulations and with SAIT's policy [AC.2.24 Curriculum Review](#) and its associated procedures.
8. SAIT has consistent processes for managing student tuition fees and refunds. See procedure [FN.18.1.1 Student Tuition and Fee Refunds](#) for further information.
 - a) Tuition fees for credit programming are subject to the requirements of the Alberta Government's *Public Post-secondary Institutions' Tuition Fee Regulation*.
 - b) SAIT sets international tuition fees.

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- c) SAIT sets non-credit tuition fees.
- 9. Contracts must be signed by all parties prior to incurring any SAIT liability or delivering product pursuant to the contract. All contracts must comply with policy [FN. 12.1 Signing Authority – Revenue Generating, Expenditure and Other Contracts/ Agreements Policy](#) and its associated procedures.

PROCEDURE

- 1. This procedure is governed by detailed processes as set out in the Product Governance Processes document, attached as Schedule A, an Associated Document to this procedure. It consists of two sections:
 - a) Section A: Product Delivery
 - i) A1 – International Client
Processes, responsibilities and expectations for selling and delivering product to an international client.
 - ii) A2 – Domestic Client
Processes, responsibilities and expectations for selling and delivering product to domestic clients.
 - iii) A3 – Individual Student
Processes, responsibilities and expectations for delivering product directly to an individual student—not a domestic or international client.
 - b) Section B: New Non-Credit Product and Non-Credit Curriculum Development
 - i) Processes, responsibilities and expectations for developing new non-credit product and non-credit curriculum.

ASSOCIATED DOCUMENTS

Schedule A	Product Governance Processes
	Section A: Product Delivery
	A1 - International Client
	A2 - Domestic Client
	A3 - Individual Student
	Section B: New Non-Credit Product and Non-Credit Curriculum Development
	B1 – New Non-Credit Product and Non-Credit Curriculum Development
	Section C: Appendix

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POLICY/PROCEDURE REFERENCE

AD.1.9 Product Governance policy

PROCEDURE

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