MOBILE AND SOCIAL MEDIA MANAGEMENT

Ontario College Graduate Certificate

Cash Flow Analysis

TOTAL ENROLMENT	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Year 1**	56	80	80	80	80	80
Tuition Fee per Semester	1,260	1,323	1,389	1,459	1,532	1,608
REVENUE						
Fees	70,560	105,840	111,132	116,689	122,523	128,649
Grant*			27,116	65,854	104,592	116,213
Total Revenue	70,560	105,840	138,248	182,543	227,115	244,862
EXPENSES						
FT Academic + Fringe (22.46%)		62,004	94,603	97,809	101,128	104,562
Temp Acad + Fringe (9%)	52,333	26,844	26,844	26,844	26,844	26,844
FT Supp + Fringe (27.07%)						
Temp Supp + Fringe (10%)						
Operating	12,500	12,625	7,756	7,894	8,039	8,191
Total Expenses	64,833	101,473	129,203	132,547	136,011	139,597
CONTRIBUTION BEFORE	**5,727**	**4,367**	**9,045**	**49,996**	**91,104**	**105,265**
INVESTMENTS						
Equipment						
Course Development	30,000	0	0	0	0	0
Renovations						
Total Capital	30,000	0	0	0	0	0
NET CONTRIBUTION	**-24,273**	**4,367**	**9,045**	**49,996**	**91,104**	**105,265**
%	**-34.40%**	**4.13%**	**6.54%**	**27.39%**	**40.11%**	**42.99%**

* Grant Value $ 4,358

Program Weight 1.0, Funding Unit 1.0 (Estimate)

FT academic calculated at step 10, 8/12's of the annual salary in the year of hire

A number of variables are considered when calculating tuition and expenses; these are changed based on government direction as required

Note:

The purpose of the Cash Flow Analysis for a new program is to capture the direct revenues and expenses associated with the program. The resulting contribution indicates the funds the program will generate to help support the current operations of the Academic Area. Therefore, pre-existing costs such as department overheads and space costs are not included in the cash flow. These costs are captured in the annual Program Costing exercise.

Enrolment Detail**						
Level 01	30	30	30	30	30	30
Level 02	26	26	26	26	26	26
Level 03		24	24	24	24	24
	56	80	80	80	80	80