

Cengage Learning Australia

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**Higher Education Author Proposal Form**

We at Cengage Learning Australia are pleased to present you with our Higher Education Author Proposal Form. This Author Proposal Form will assist you and Cengage Learning Australia to gain a better understanding of the product you’re proposing and how it will fit into the target market. It’s important that you endeavour to answer as many questions as possible within this document. The more information we have, the better equipped we will be to correctly and fairly assess your proposal.

The spaces provided below will expand as you write. To check any of the boxes below, please place your mouse over the box you wish to check and double click. This will bring up a menu box that has “Checked” and “Not checked”; once complete, please press OK. If you have any issues or questions in completing this form, please refer to the contacts listed below.

Once you have completed the Author Proposal Form email it to the appropriate publishing representative at the end of this form.

**Date:\_\_\_\_/\_\_/\_\_\_\_**

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| **Your Contact Details:**  |
| **Full Name:** |  |
| **University/Institution:** |  |
| **Department/Faculty/School:** |  |
| **Position:** |  |
| **Email Address:** |  |
| **Mailing Address:** |  |
| **Phone Numbers:** |  |
| **Full time Academic?**  | [ ]  Yes [ ]  No(**To check a box in this form, double-click on it, then select ‘checked’ and click ‘OK’)** |
| **Details of Other Authors:** |  |
| **Your Teaching Details – Relevant to your project** |
| **Subject/Unit area:**  |
| **Qualification area(s):** |
| **Are you the Subject Coordinator?** [ ]  Yes [ ]  No [ ]  Other : |
| **Is this subject usually compulsory or elective?** [ ]  Compulsory [ ]  Elective [ ]  Both |
| **Year/Level:**  [ ]  1st [ ]  2nd [ ]  3rd [ ]  4th [ ]  PG [ ]  Masters [ ]  Other: |
| **Student numbers:** Semester 1:\_\_\_\_\_\_ Semester 2: \_\_\_\_\_\_ Other: \_\_\_\_\_\_\_\_\_ |
| **From which background program(s) or qualifications are the students who take this subject?**  |
| **Are there any common student prerequisites to this subject?** [ ]  Yes [ ]  No  **If yes, please specify:**  |
| **When a student leaves this subject, what should they *know* or have *mastered*?**  |

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| **Your Proposal – Overview of your project** |
| **Proposed title:**  |
| **Would it be in text form, media form, or a combination of the two?** |
| **Likely manuscript completion date:**  |
| **Executive summary:** Please provide 1 or 2 sentences that summarise your project. |
| **Your Proposal – Market for your project** |
| **Target market** (Who will be the main users?)**:**  |
| **For which subject(s)/unit(s) would your proposed product be a prescribed text/product at your institution?**  |
| **Why is there a need for this product in this market?** **What are the issues that academics currently face in regards to selecting texts/products in this market?****Technology:****How has the introduction of new media products and Internet technology changed the way the content of this course is taught?**  |
| **Size of the Market:****What would you estimate is the size of the market at your institution?** **What is the size of the Australian/NZ university markets?** **Do you foresee potential growth in your market? Why?** **Are there any additional or secondary markets to consider (e.g. Uni/TAFE/Other RTO/professional)?**  |
| **Competition:****What are the key competing texts/products, including local and international? For each give author, title, publisher and copyright year, strengths and weaknesses.****If there are no competitors, please explain why you feel none are available**. **Supplements:** **How important are supplemental materials in this course?** **What are the key competitor supplements?** |

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| **Your Proposal – More detail on your project**A well-developed proposal articulates how your project can offer a better solution for the market. The proposal also clarifies your project's purpose and scope for us and for our reviewers.  |
| **Description:** *Please ensure you address each of the following points.***What are the general rationale and approach of your project? (Please provide 2–3 paragraphs of detail**): **What is there about your selection, organisation or treatment of the subject that would make an academic adopt the product? ie What is your product’s competitive advantage?****How will your product benefit students (i.e. what will it help them to do better**)?  **What new ideas, information or philosophies would be presented in your project?** **Currency: What hot topics in this subject does your project address?** **Does your project have any other unique features?****If your project is a combination of print and media:****How do you envision the balance between print and media?** **How will the product content be presented to students?** |
| **Proposed Table of Contents:** *Please include a detailed draft table of contents for review*For each chapter, it ought to contain the main heads, subheads, and a short description of the contents. If appropriate, also group the Chapters into Parts.1.
2.
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| **Schedule and length:**What is your goal publication date for the text? (Month/Year)How much of the work is already completed? % (Please include any sample chapters with your submission)What do you feel is the ideal number of pages for the text? pages |
| **What learning elements or pedagogical features will your project include?**[ ]  Opening Vignettes [ ]  Chapter/Learning Objectives [ ]  Key Words [ ]  Chapter Case Studies [ ]  Part Case Studies [ ]  Chapter Summaries [ ]  End of Chapter Questions [ ]  Readings[ ]  Examples [ ]  Glossary [ ]  Discussion Questions[ ]  Other/Special features (please explain function and benefit of other elements):  **What type and how many illustrations do you feel would be needed?**   |
| **Supplements:** **What supplementary resources and/or technology will accompany your project?****Please indicate how they complement the project and will benefit instructors or students.****How will be they differ from those offered by the competition? ie will there be any competitive advantage?**  |

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| **Customisation:** **Imagine that your product may be customised by academics. How can the content be constructed so that it can be flexible, to be reorganized, or added to?** |
| **Reviewers:**Please provide the details of 2–3 academics that could be used as reviewers of this proposal. It’s important that these reviewers are people who are teaching in this area or who are teaching this specific subject/course.1.
2.
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| **Author biography:** Please provide a brief profile which best describes yourself, your research, your teaching experience, other writing projects and any other points you think would be worth noting. Please also provide a CV with this proposal submissionProfile:  |

Please submit this author proposal form and your CV to the appropriate contact listed below:

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**All other subjects/topics/courses**

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