

ATTACHMENT 2F-1

LETTER OF NOTIFICATION – 3

NEW OPTION, CONCENTRATION, EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: University of Arkansas Fayetteville

2. Contact person/title:

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4. Proposed effective date:

Fall 2011

5. Title of degree program:

BA, German

6. CIP Code: 16.0501

7. Degree Code: 1480

8. Proposed option/concentration/emphasis name:

Undergraduate German Major for Non-Arts and Science College Students

9. Reason for proposed action:

Until recently, students in colleges other than Fulbright College were prohibited from adding a language major due to the core of Fulbright College being significantly larger than those of the other colleges. Students in the College of Engineering and the Sam M. Walton College of Business frequently approached faculty about the possibility of earning a second major in language, but almost all were dissuaded by the fact that adding the courses for a major would have also required in addition the completion of 31 hours above those required in the other colleges by the state core. While this problem has been somewhat ameliorated by the new core system in Fulbright College, the new WLLC core for language majors adds 15 hours (an additional semester's worth of study) to the state 35 hour minimum core. The major proposed in this document would allow students in other colleges to add courses in language instruction with a goal towards fluency without requiring them to complete the courses that are deemed necessary for liberal arts students focusing solely on language and literature. The 24 hours are those that traditionally composed the German major and

are still the German-specific hours required by the new major: GERM 3003, 3013, 3033, 4003, 4213 and 9 hours of upper-level electives.

Due to the Beebe Administration's efforts to recruit more European business partners to Arkansas, German has become an increasingly important language in the state in the last few years. A 2010 article published in *Arkansas Business* was entitled: "Sprechen Sie Deutsch? Arkansas Sees Rise in German-Owned Plants," and it notes: "The number of German-owned plants in Arkansas surged from 17 in 2008 to 29 in 2009." (Source: <http://www.highbeam.com/doc/1G1-234936581.html>).

The 2010 Arkansas International Business Report published by the Arkansas Economic Development Commission reported 30 German-owned companies in Arkansas that employ over 2,000 people. The report goes on to note: "European-owned businesses accounted for approximately 65% of all foreign investment in the state [...] The most recent leads came from Germany, France, and the UK. They were predominantly in the renewable energy sector" (Source: <http://arkansasedc.com/media/14039/2010%20arkansas%20international%20business%20report.pdf>).

Germany and Austria are, in fact, world leaders in sustainable energy research and development. This is especially noteworthy for students interested in the new sustainability minor at the University of Arkansas. For example, the DAAD (German Academic Exchange Program) offers ten summer schools in 2010 on the topic of sustainability open to students from disciplines as varied as business, engineering, law, and the humanities: Green Business Development, Sustainable Development, On the Cutting Edge of Sustainable Energy Supply, Land in the City/Green in the City, Environmental Sciences with Main Focus on Renewable Energies, Future Forum Germany: Renewable Energies, Sustainability Law and Governance, On the Cutting Edge of Sustainable Energy Supply, Climate Conservation, and the 26th Summer School on Renewable Energy at the Solar Institute of Juelich. These are programs that U of A students can and should apply for; we already had one mechanical engineering major, Lauren Kuenzel, study at the Juelich program. The diversity of applicable majors (from humanities to business to engineering to law) show the need for this type of cross-college major (Source: <http://www.daad.de/deutschland/deutsch-lernen/sommerkurse/00490.en.html>).

Other universities have already successfully created similar programs. The most notable example is The International Engineering Program at the University of Rhode Island, which allows students to earn two undergraduate degrees as part of the same program, a B.S. in engineering and a B.A. in several languages, including German. Students complete paid internships abroad using the target language, and the job placement rate for graduates is 100%. More information on the program can be found at: <http://www.uri.edu/iep/>.

Our program is uniquely positioned to create similar success stories here. The German program currently has international significance thanks to our status as a regional testing center for the Goethe Institute exams, which are certification exams administered by the German government and that are part of the Common European Framework of Reference for Language. We offer three levels of exams at the University of Arkansas, including the B1, which is required for German citizenship. In order to be approved to administer the exam, faculty are required by the German government to attend a re-certification seminar (Prüferschulung) every three years and will be required additionally in 2011 to pass a further on-line mandatory training examination (Prüferzertifikat) every five years. We also assist students from other colleges in applying for international internships. In the past two years, our students have completed a six-month internship at BMW (Nathan Miles, College of Business), a six-month internship at a Berlin start-up company in logistics (David Mahnke, College of Business), a six-month internship at an architecture firm in Leipzig (Cydney Jaggars, College of Architecture), and a summer internship at an aeronautical firm in Berlin (Hall Fess, College of Business).

Finally, internationalizing the curricula of all colleges is common sense in an increasingly global world, and it cannot be done without foreign language skills. In a 2010 CIA press release, Director Leon Panetta discussed the critical need for students of many disciplines to learn foreign languages:

“He urged schools and universities to reach beyond reading, writing, and arithmetic to ‘the fourth R’: the reality of the world we live in. Language skills are vital to success in an interconnected world, he said, and they are fundamental to US competitiveness and security”
(Source:<https://www.cia.gov/news-information/press-releases-statements/press-release-2010/foreign-language-summit.html>). And, a Modern Language Association report entitled: “Foreign Languages and Higher Education: New Structures for a Changed World” argues for exactly the sort of cross-college major that we are proposing in calling for multiple paths to learning a foreign language, rather than limiting the study merely to those who wish to study solely language and literature (<http://www.mla.org/flreport>).

10. New option/concentration/emphasis objective:

11. Provide the following:

- a. Curriculum outline - List of required courses Students in colleges other than the Fulbright College of Arts and Sciences can complete an additional major in German by completing 24 hours in German: GERM 3003, 3013, 3033, 4003, 4213 and 9 hours of upper-level electives. As this is a combined major, students must also fulfill their home college’s core and the degree requirements for the major in their college to be eligible.

Curriculum outline by semester varies based on previous student language ability. True beginners would follow the plan outlined in the Eight Semester Degree Plan, whereas more advanced students who studied German previously in high school could complete the degree in a single year, either on campus or via study abroad.

No new courses are necessary.

The courses GERM 3003, 3013, 4003, and 4213, all of which apply to the current and proposed major, are currently available via Global Campus as distance education classes.

The specified learning outcomes, course examination procedures, and course evaluations to be completed by the student are all identical to those already approved for the existing major.

- b. New course descriptions

No new courses are necessary.

- c. Program goals and objectives and Expected student learning outcomes

The specified learning outcomes, course examination procedures, and course evaluations to be completed by the student are all identical to those already approved for the existing major.

12. Will the new option be offered via distance delivery? No

13. Mode of delivery to be used: On- Campus

14. Explain in detail the distance delivery procedures to be used: N/A

15. Is the degree approved for distance delivery? No

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

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17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

No Additional Funding will be required.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer

Date: