

ATTACHMENT 4A-1
LETTER OF NOTIFICATION - 10
GRADUATE CERTIFICATE PROGRAM
(12-18 SEMESTER CREDIT HOURS)

1. Institution submitting request: University of Arkansas Fayetteville

2. Contact person/title:

Dr. Sharon Gaber / Provost, Vice Chancellor for Academic Affairs

2. Phone number/e-mail address:

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Fayetteville, AR 72701
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3. Proposed effective date: Fall 2012

4. Name of proposed Graduate Certificate Program (Program must consist of 12-18 semester credit hours from existing graduate courses). "Cross Sector Alliances"

5. Proposed CIP Code: 52.0206 (Nonprofit/Public/Organizational Management)

6. Reason for proposed program implementation?

The 15 hr graduate certificate will be offered jointly by the MPA program in Fulbright College of Arts and Sciences and the MBA program in the Sam M. Walton College of Business. Its primary purpose is to introduce students in both programs to the challenges of managing organizations in different sectors. That is, students in the MPA will learn the challenges managing business organizations and the MBA will discover the challenges of managing governmental and nonprofit organizations. The classes will offer students the unique opportunity to study how organizations across the sectors are increasingly working together in cross-sector alliances to solve the significant issues facing society – sustainability (including environmental degradation, global climate change, and development), hunger and poverty, and other social issues. These new institutional arrangements vary from improving service delivery to improving conditions for market development. These arrangements pose specific challenges for managers in these organizations and addressing these challenges will be the main focus of the program.

7. Provide documentation that proposed program has received full approval by licensure/certification entity. (A graduate certificate offered for teacher licensure must be approved by the Arkansas Department of Education prior to consideration by the Coordinating Board).

Not Applicable

8. Will this program be offered on-campus, off-campus, or via distance delivery?

On-Campus only

9. Provide the following:

a. Curriculum outline - List of required courses:

The certificate is a 15-hr graduate certificate

12 hrs are core courses; students, with consent of their advisors, can select the remaining 3 hrs from a number of existing classes

List of required courses (4 plus 1 from list of options)

Core certificate classes

PLSC 5193 Seminar in Public Administration (5 seats reserved for MBA students)—Fall

PLSC 5133 Management of Service Sector Organizations (5 seats reserved for MBA students)—Fall

WCOB 5843 Cross-Sector Collaboration for Sustainability--Spring

MGMT 5213: Business Foundations for Entrepreneurs (Core Requirement for Fulbright College Students)—Spring

PADM 584V Special Topics in Administration: Issues in Service Sector Management (Core Requirement for Walton College of Business Students)--Spring

Additional classes (Select one)

PADM 584V Special Topics in Public Administration: (assigned topic) Issues in Service Sector Management --Spring

PADM 5823 Grant Writing for the Social Sciences (3 seats reserved for MBA students) Spring

PADM 5853 Performance Measurements in the Public and Nonprofit Sectors --Summer

MGMT 5223: Managing and Leading Organizations—Fall

MGMT 5313: Strategic Management-- Spring

b. New course descriptions

No additional courses are being added

c. Program goals and objectives:

1. To introduce students of the respective programs to the challenges of cross-sector collaborations
2. To engage students in discussions about the impact of different management philosophies and approaches on formation of nonprofit missions and goals in a changing environment
3. To explore financial, accountability and general management challenges in the nonprofit sector and the business sector
4. To introduce students to the governance challenges in nonprofit settings and emerging frameworks of civil governance

d. Expected student learning outcomes:

Each class included in the certificate has defined specific learning outcomes. More broadly students will demonstrate their understanding of within-sector managerial and governance issues, how they relate to cross-sector management and governance, and be able to apply this understanding in practical scenarios.

10. Identify off-campus location.

Not Applicable

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer:

Date: