

## **ATTACHMENT 2B-1 LETTER OF NOTIFICATION – 3**

### **NEW OPTION, CONCENTRATION, EMPHASIS**

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

1. Institution submitting request: University of Arkansas - Fayetteville
2. Contact person/title: Provost Sharon Gaber
3. Phone number/e-mail address: 479.575.5459 / sgaber@uark.edu
4. Proposed effective date: Fall 2014
5. Title of degree program: Bachelor of Science in Business Administration
6. CIP Code:
7. Degree Code: BSBA
8. Proposed option/concentration/emphasis name: Nonprofit Studies Minor
9. Reason for proposed action: The purpose of the minor is to create an educated workforce in the area of nonprofits. Conservative estimates place nonprofits as employing above 10% of the current workforce. Although, many students will go on to work in the for profit realm, students will still be on boards and participate in other civic organizations.
10. New option/concentration/emphasis objective: Same as above
11. Provide the following:

Identify new courses and provide new course descriptions – Three new courses are involved and include: MKTG 4513, Nonprofit Marketing and SCMT 4853, Cross-Sector Collaboration for Sustainability as required courses and ACCT 4703, Governmental and Nonprofit Accounting as an option from a list of courses. All three courses were previously offered as WCOB 410V, Special Topics courses and are recently being converted to official course status. This minor also consists of current business courses and interdisciplinary classes that are currently offered in other colleges.

State goals and objectives of program option –

- a. Describe expected student learning outcomes –
  - i. Understand the relationship between sectors –nonprofit, for profit and governmental
  - ii. Understand how cross sector relationships work
  - iii. Understand the legal guidelines involved in becoming a nonprofit in the state of Arkansas
  - iv. Understand how nonprofits are structured, function under a board, create revenue and self-govern
- b. Provide documentation that program option meets employer needs – See employer survey results summary
- c. List institutions offering similar program or program option – I can supply a much longer list if needed
  - i. Auburn University (Auburn, AL)
  - ii. University of Arkansas at Little Rock - Nonprofit Leadership Alliance (Little Rock, AR)

- iii. Louisiana State University in Shreveport (Shreveport, LA)
- iv. Oklahoma City University (Oklahoma City, OK)
- v. Clemson University, Undergraduate Program (Clemson, SC)  
University of South Carolina Upstate (Spartanburg, SC)
- vi. Baylor University (Waco, TX)

12. Institutional curriculum committee review/approval date:

13. Will the new option be offered via distance delivery? Indicate mode of distance delivery. No

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

15. Is the degree approved for distance delivery?

16. Specify the amount of the additional costs required, the source of funds, and how funds will be used.  
No additional costs are required as the program will consist of courses that are currently offered or scheduled to be offered.

17. Provide additional program information requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer

Date: