

LETTER OF NOTIFICATION – 13

EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY

Institutions with at least one certificate or degree program approved for distance technology by the Arkansas Higher Education Coordinating Board must submit Letter of Notification-13 to request approval to offer additional existing (on-campus) certificates or degrees via distance technology. The institution must submit to ADHE a copy of the e-mail notification to the Higher Learning Commission (HLC) about the proposed distance technology program. If HLC requires a focused visit for the proposed distance technology program, please submit the scheduled review date.

Definitions

Distance technology (e-learning) – When technology is the primary mode of instruction for the course (50% of the course content is delivered electronically).

Distance instruction – When a course does not have any significant site attendance, but less than 50% of the course is delivered electronically, e.g., correspondence courses.

Distance program – When at least 50% of the major courses are delivered via distance technology.

1. Institution submitting request: University of Arkansas - Fayetteville
2. Contact person/title: Provost Sharon Gaber
3. Telephone number/e-mail address: 479.575.5459 / sgaber@uark.edu
4. Name of Existing Certificate or Degree: Bachelor of Science in Business Administration with a major in General Business
5. Proposed Effective Date for distance technology delivery: Fall 2014
6. CIP Code/Degree Code:

PROGRAM INFORMATION

7. Reason for offering program by distance technology:

The market has moved to online programming to supplement face-to-face courses and/or add to a college's educational offerings. More and more of our peer and aspirant colleges of business have moved to some form of online programming (see for example, <http://www.businessinsider.com/harvard-business-school-online-courses-2013-10>). In addition, offering a degree online strategically positions the Walton College to capture new markets (e.g., adult learners, students seeking a degree completion program, students away from campus for study abroad, internships, etc.).

8. Provide the list of courses (course number/title) in the certificate or degree listed above currently offered by distance technology. Indicate which existing distance technology courses are taught by adjunct faculty.

BLAW 2013, The Legal Environment of Business *
ECON 2023, Microeconomics
WCOB 1120, Computer Competency Requirement
ISYS 1123, Business Application Knowledge
MKTG 3433, Introduction to Marketing
ACCT 4703, Government and Nonprofit Accounting
MGMT 4243, Ethics and Corporate Responsibility

*indicates course taught by Adjunct Faculty

9. List of new courses and course descriptions for distance technology courses for the degree listed above. Indicate which new distance technology courses will be taught by adjunct faculty.

Those courses noted as ** are new to the Walton College curriculum and have not yet been developed for face to face or online delivery. All other courses currently exist are being developed for online delivery:

ACCT 2013, Accounting Principles I
 MGMT 4253, Leadership
 ISYS 3293, Systems Analysis and Design
 WCOB 4213, ERP Fundamentals
 ECON 3033, Microeconomic Theory
 FINN 3623, Risk Management
 SCMT 3433, Principles of Transportation
 WCOB 1033, Data Analysis and Interpretation
 ACCT 2023, Accounting Principles II
 ECON 2013, Macroeconomics
 ISYS 2103, Business Information Systems **
 WCOB 2053, Business Foundations **
 ACCT 3723, Intermediate Accounting I
 ECON 3133, Macroeconomic Theory
 FINN 3013, Financial Analysis and Valuation
 WCOB 1111, Freshmen Business Connections
 MKTG 4233, Integrated Marketing Communications
 SCMT 3613, Business Logistics
 FINN 3043, Principles of Finance **
 MGMT 2103, Managing People and Organizations **
 SCMT 2103, Introduction to Supply Chain Management **
 ISYS 2263, Introduction to Information Systems
 MGMT 4243, Ethics and Corporate Responsibility
 SCMT 3643, International Transportation and Logistics
 ACCT 3753, Intermediate Accounting II
 ECON 4333, Economics of Organizations
 FINN 3053, Financial Markets and Institutions
 MGMT 3103, Strategic Management **
 MKTG 4433, Retail Strategy

10. Provide the course syllabus for each distance technology course for the program listed above and indicate the maximum class size for each distance course. Indicate the course delivery mode(s) and class interaction mode(s) for each distance technology course.

All syllabi for courses currently offered via distance technology are included. Additional courses required for the degree program are scheduled to be developed. A schedule for development of these online courses is included.

Course	Capacity	Course Delivery Mode	Course Interaction Modes
ACCT 2013	60	Online	Email, Electronic bulletin boards, Telephone
BLAW 2013	60	Online	Email, Electronic bulletin boards, Telephone, Other (Web Conference)
ECON 2023	60	Online	Email, Electronic bulletin boards, Telephone, Other (Web Conference)
WCOB 1120	1500	Online	Email, Telephone
ISYS 1123	800	Online	Email, Electronic bulletin boards, Blog,

			Telephone
MKTG 3433	60	Online	Email, Electronic bulletin boards, Telephone
ACCT 4703	60	Online	Email, Electronic bulletin boards, Telephone
MGMT 4243	60	Online	Email, Electronic bulletin boards, Telephone, Other (Web Conference)
MGMT 4253	60	Online	Email, Electronic bulletin boards, Telephone
ISYS 3293	60	Online	Email, Telephone
WCOB 4213	60	Online	Email, Group Projects, Discussion Board, Telephone, Other (Web Conference)
ECON 3033	60	Online	Email, Electronic bulletin boards, Chat, Telephone
FINN 3623	60	Online	Email, Electronic bulletin boards
SCMT 3433	60	Online	Email, Electronic bulletin boards

Course delivery modes

Online

Compressed-video (CIV)

Audio Conference

Video Conference

Web Conference

Blended delivery (identify components)

Class interaction modes
Electronic bulletin boards
E-mail
Telephone
Fax
Chat
Blog
Other (specify)

11. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.

The Blackboard learning management system provides a framework for both instructor-student (I-S) and student-student (S-S) interaction in these courses. The Blackboard LMS provides tools for building and managing the following interaction areas within the courses:

- Course **Announcements** (I-S) are sent to student's email, and persist in the Announcements area of the course on Blackboard
- **E-mails** (I-S and S-S) can be sent to any student or instructor in the course
- **Discussion Boards** are a forum type discussion hosted on Blackboard. They give students an opportunity to comment on each other's posts (S-S), and instructors the ability to provide feedback (I-S)
- Group projects (S-S) are managed in the **Groups** tools area of Blackboard. Student can collaborate with their group members using private group discussion boards and email within this tool.
- **Blogs** are posted reflections that may be read by peers (S-S) or comments on by instructors (I-S)
- **Bb Collaborate** (I-S and S-S) is a synchronous web conferencing tool where students and instructors can discuss course material in a live setting, with video, audio and whiteboard capabilities.
- Instructor **contact information**, including phone and email, is provided in the syllabus, the About Instructor and the Start Here! sections of the course. Also specified are protocols for appropriate times to contact (i.e. no phone calls after 10 pm), and the anticipated response time for emails

12. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.

First Year Units

Fall

ENGL 1013 Composition I

MATH 2053 Finite Mathematics

COMM 1313 Public Speaking *

WCOB 1111 Freshman Business Connection

BLAW 2013 The Legal Environment of Business

WCOB 1120 Computer Competency Requirement

U.S. History or Political Science – University Core

Total: 16 hours

Spring

ENGL 1023 Composition II

ACCT 2013 Accounting Principles I

WCOB 1033 Data Analysis and Interpretation

ECON 2023 Principles of Microeconomics

Natural Science – University Core

Total: 16 hours

Second Year Units

Fall

WCOB 2053 Business Foundations

ISYS 2103 Business Information Systems **

MATH 2043 Survey of Calculus

Social Science – University Core

Fine Art/Humanities – University Core

Total: 15 hours

Spring

SCMT 2103 Introduction to Supply Chain Management **

MGMT 2103 Managing People and Organizations**

ECON 2013 Principles of Macroeconomics ***

Fine Arts/Humanities - University Core

Natural Science - University Core

Total: 16 hours

Third Year Units

Fall

FINN 3043 Principles of Finance **

MKTG 3433 Introduction to Marketing **

Group 1 Course

Group 2 Course

Total: 12 hours

Spring

MGMT 3013 Strategic Management

Group 3 Course

Group 6 Course

3 hours Junior Senior Business Elective

3 hours General Education Elective

Total: 15 hours

Fourth Year Units

Fall

Group 5 Course

6 hours Junior Senior Business Elective

Group 7 Course

3 hours General Education Electives

Total: 15 hours

Spring

Group 4 Course

6 hours Junior Senior Business Elective

6 hours General Education Electives

Total: 15 hours

Total Units in Sequence: 120

* Must be completed prior to WCOB 1033.

** Must be completed prior to MGMT 3013.

*** Must be completed prior to taking any 3000 or 4000 level business courses.

13. Provide a list of services that will be supplied by consortia partners or outsourced to another organization (faculty/instructional support, course materials, course management and delivery, library-related services, bookstore services, services providing information to students, technical services, administrative services, online payment arrangements, student privacy consideration, services related to orientation, advising, counseling or tutoring, etc.) **Include the draft contract/Memorandum of Understanding (MOU) for each partner/organization offering faculty/instructional support for the program.** Submit final contract/MOU signed by partner institutions or organizations upon completion of ADHE proposal review.

The proposed program is not part of a consortium nor will any services be outsourced. Required services will be provided by the Walton College (and other colleges, most notably Fulbright College, providing University Core and General Education Elective Courses), the Global Campus, and University Information Technology Services.

14. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.

Offering the BSBA with a major in General Business online would require that 41 Walton College courses be available online. Fourteen of these courses are already online or will be in Spring 2014. This leaves 27 courses to be developed. Development of courses will not involve faculty release time; course developers will receive a stipend of \$4,000 (plus fringes) per course. The estimated cost of developing these 27 courses is therefore \$137,268 over the next three years.

15. Provide institutional curriculum committee review/approval date for proposed distance technology program.

16. Provide documentation that proposed program has been reviewed/approved for distance technology delivery by licensure/certification board/agency, if required. [HLC review must follow ADHE review and AHECB program approval.]

Quality Matters metrics will be applied by the Global Campus before courses are permitted to be offered online. A formal, external review of courses will be done by Quality Matters upon approval of program.

17. Provide additional program information if requested by ADHE staff.

INSTITUTIONAL APPROVAL

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date:

LON-13