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: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Name of Existing Certificate or Degree: General Business Minor for Non-Business Students.
5. Proposed Effective Date for distance technology delivery: Fall 2016
6. CIP Code: 52.0201
7. Degree Code: 3580

# PROGRAM INFORMATION

1. Program summary/justification for offering program by distance technology:  
   All but one of the courses (ECON 2143, Basic Economics) in the Minor for Non-Business Students in Concentration 1 (General Business) have been developed and offered online. By providing the opportunity for non-business majors to complete the General Business Concentration online, we can support the new, online Interdisciplinary Major (made up of three minors) in the Fulbright College.
2. Provide the current certificate/degree plan. Mark\* courses that will be taught by adjunct faculty.  
   ISYS 1123 Business Application Knowledge \* OR   
   ISYS 1120 Computer Competency Requirement \*  
   ECON 2143 Basic Economics  
   ACCT 2013 Accounting Principles I  
   WCOB 1033 Data Analysis and Interpretation \*  
   Select at least six hours from the following:  
   BLAW 2013 The Legal Environment of Business \*  
   ISYS 2103 Business Information Systems  
   SCMT 2103 Introduction to Supply Chain Management  
   MGMT 2103 Managing People and Organizations  
   FINN 3043 Principles of Finance  
   MKTG 3433 Introduction to Marketing   
   Plus any other 3000-or 4000-level Walton College course (except WCOB 3043)  
   There are currently fifteen 3000-or 4000-level Walton College courses available online for students to choose from to fulfill this requirement.
3. Provide the list of courses, include course number/title, for the certificate/degree program currently offered by distance technology.

ISYS 1123 Business Application Knowledge \* OR   
ISYS 1120 Computer Competency Requirement \*  
ACCT 2013 Accounting Principles I  
WCOB 1033 Data Analysis and Interpretation   
Select at least six hours from the following:  
BLAW 2013 The Legal Environment of Business  
ISYS 2103 Business Information Systems  
SCMT 2103 Introduction to Supply Chain Management  
MGMT 2103 Managing People and Organizations  
FINN 3043 Principles of Finance  
MKTG 3433 Introduction to Marketing   
Plus any other 3000-or 4000-level Walton College course (except WCOB 3043)  
ACCT 3723 Intermediate Accounting I  
ACCT 3843 Fundamentals of Tax  
ECON 3133 Macroeconomic Theory  
ECON 3033 Microeconomic Theory  
ECON 4333 Economics of Organizations  
FINN 3013 Financial Analysis and Valuation  
FINN 3623 Risk Management  
ISYS 4213 ERP Fundamentals  
MGMT 4243 Ethics and Corporate Responsibility  
MGMT 4253 Leadership  
MKTG 4233 Integrated Marketing Communication  
MKTG 3553 Consumer Behavior  
SCMT 3643 International Transportation and Logistics  
SCMT 3613 Business Logistics  
SCMT 3433 Principles of Transportation

1. If 100% of the program will not be offered by distance technology, list courses that **will not** be offered by distance technology.

100% of the program will be offered by distance technology.

1. For existing courses that **will** be offered by distance technology (for the first time), provide the course syllabus for each of these courses for the certificate/degree program and indicate the maximum class size for each distance course.

See attachment. Maximum class size is 60.

1. If new courses will be added, provide the list of new courses (proposed course number/title) and the new course descriptions for the certificate/degree.  
   All courses have been established, including ECON 2143. This is the first time ECON 2143 will be taught online.
2. 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.  
   ECON 2143 Basic Economics   
   Max Class Size: 60

Course delivery mode (check all that apply):

Online X

Compressed-video (CIV)

Audio Conference

Video Conference

Web Conference

Blended delivery (identify components)

Class interaction mode (check all that apply):

Electronic bulletin boards X

E-mail X

Telephone

Fax

Chat X

Blog X

Other (specify) Interactive collaboration through web-conference technology (Blackboard Collaborate)

1. Provide the percentage of the program that is offered via distance (50%, 75%, etc.).

100%

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

Online courses at the University of Arkansas use the Blackboard Learning Management System as the foundation for the interaction for instructor-student and student-student. Different components are provided and supported through the platform, including but not limited to:

* Posting of lectures, comments and feedback.
* Participation in discussion boards (text and/or video uploads through Blackboard and Kaltura)
* Peer to peer feedback/evaluations
* Postings of opinions/critical analysis/presentation of results using Blogs/Wikis
* Email interaction is facilitated as well
* Webinar sessions (live 2 way web conferencing –faculty/students – students/students) through Blackboard Collaborate with sessions of questions and answers (live/recorded lectures that allow for questions and participation in quizzes and assignments online)

1. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.   
     
   First Year  
   Fall  
   ISYS 1123 Business Application Knowledge OR  
   ISYS 1120 Computer Competency Requirement  
   ECON 2143 Basic Economics  
   BLAW 2013 The Legal Environment of Business  
   Total: 6-9 hours  
     
   Spring   
   ACCT 2013 Accounting Principles I  
   WCOB 1033 Data Analysis and Interpretation  
   Total: 6 hours  
     
   Second Year  
   Fall  
   ISYS 2103 Business Information Systems OR  
   SCMT 2103 Introduction to Supply Chain Management OR  
   MGMT 2103 Managing People and Organizations OR  
   FINN 3043 Principles of Finance OR  
   MKTG 3433 Introduction to Marketing   
   Total: 3 hours  
     
   Spring  
   6 hours of 3000-or 4000-level Walton College courses (except WCOB 3043)

Total: 6 hours

1. 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.

NA

1. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.  
   The only additional cost will be for the Global Campus to support the development of ECON 2143, Basic Economics, for $4000 – currently being developed by an existing Clinical position in Economics who was supported by the Global Campus to develop the Online BSBA in General Business in 2014. All other courses have been developed and exist, along with faculty positions, for the current Online BSBA in General Business.
2. Provide institutional curriculum committee review/approval date for proposed distance technology program.

November 11, 2015.

1. 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.]
2. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: