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: Accounting, Bachelor of Science in Business Administration
5. Proposed Effective Date for distance technology delivery: Fall 2017
6. CIP Code: 52.0301
7. Degree Code: 3510

# PROGRAM INFORMATION

1. Program summary/justification 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 College to capture new markets (e.g., students abroad, degree completion, CPA requirements, and adult learners).

1. Provide the current certificate/degree plan. Mark\* courses that will be taught by adjunct faculty.

University Core Courses  
HIST 2003, HIST 2013 or PLSC 2003  
Natural Sciences and Lab (8 hours)  
Social Science (3 hours) **^**  
Fine Arts (3 hours)  
Humanities (3 hours)

Pre-Business Core Courses

[ACCT 2013](http://catalog.uark.edu/search/?P=ACCT%202013) Accounting Principles   
[ACCT 2023](http://catalog.uark.edu/search/?P=ACCT%202023) Accounting Principles II or [WCOB 2053](http://catalog.uark.edu/search/?P=WCOB%202053) Business Foundations

[COMM 1313](http://catalog.uark.edu/search/?P=COMM%201313) Public Speaking

[ECON 2013](http://catalog.uark.edu/search/?P=ECON%202013) Principles of Macroeconomics   
[ECON 2023](http://catalog.uark.edu/search/?P=ECON%202023) Principles of Microeconomics

[ENGL 1013](http://catalog.uark.edu/search/?P=ENGL%201013) Composition I   
[ENGL 1023](http://catalog.uark.edu/search/?P=ENGL%201023) Composition II  
[MATH 2043](http://catalog.uark.edu/search/?P=MATH%202043) Survey of Calculus   
[MATH 2053](http://catalog.uark.edu/search/?P=MATH%202053) Finite Mathematics

[WCOB 1111](http://catalog.uark.edu/search/?P=WCOB%201111) Freshman Business Connection   
[ISYS 1120](http://catalog.uark.edu/search/?P=ISYS%201120) Computer Competency Requirement or

[ISYS 1123](http://catalog.uark.edu/search/?P=ISYS%201123) Business Application Knowledge

[WCOB 1033](http://catalog.uark.edu/search/?P=WCOB%201033) Data Analysis and Interpretation

Business Core

[BLAW 2013](http://catalog.uark.edu/search/?P=BLAW%202013) The Legal Environment of Business

[ISYS 2103](http://catalog.uark.edu/search/?P=ISYS%202103) Business Information Systems

[FINN 3043](http://catalog.uark.edu/search/?P=FINN%203043) Principles of Finance   
[MGMT 2103](http://catalog.uark.edu/search/?P=MGMT%202103) Managing People and Organizations

[MGMT 3013](http://catalog.uark.edu/search/?P=MGMT%203013) Strategic Management

[MKTG 3433](http://catalog.uark.edu/search/?P=MKTG%203433) Introduction to Marketing

[SCMT 2103](http://catalog.uark.edu/search/?P=SCMT%202103) Introduction to Supply Chain Management

Junior-Senior Business Electives (12 hours)

General Education Electives (12 hours)

Accounting Major Requirements (24 hours)

ACCT 3533 Accounting Technology

ACCT 3723 Intermediate Accounting I

ACCT 3753 Intermediate Accounting II

ACCT 3843 Fundamentals of Taxation

ACCT 4203 Fundamentals of Taxation II

ACCT 4673 Product, Project and Service Costing

ACCT 4753 Intermediate Accounting III

ACCT 4963 Audit and Assurance Services

**^**Additional Social Science courses are included in the Pre-Business Core (ECON 2013 and ECON 2023) along with ENGL 1013 and ENGL 1023.

1. Provide the list of courses, include course number/title, for the certificate/degree program currently offered by distance technology.

ACCT 3533 Accounting Technology

ACCT 3723 Intermediate Accounting I  
ACCT 3843 Fundamentals of Taxation I  
ACCT 3753 Intermediate Accounting II

1. If 100% of the program will not be offered by distance technology, list courses that **will not** be offered by distance technology. This program will be offered 100% online.
2. 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.  
   ACCT 4703 Governmental/Nonprofit Accounting (45 students)

ACCT 4963 Audit and Assurance Services (45 students)  
ACCT 4203 Fundamentals of Taxation II (45 students)  
ACCT 4673 Product, Project and Service Costing (45 students)  
ACCT 4753 Intermediate Accounting III (45 students)

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. NA
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.

Course delivery mode (check all that apply):

Online

Compressed-video (CIV)

Audio Conference

Video Conference

Web Conference

Blended delivery (identify components)

Traditional

Online

Compressed-video (CIV)

Audio Conference

Video Conference

Web Conference

Class interaction mode (check all that apply):

Electronic bulletin boards

E-mail

Telephone

Fax

Chat

Blog

Other (specify)

|  |  |  |  |
| --- | --- | --- | --- |
| Course | Capacity | Course Delivery Mode | Course Interaction Modes |
| ACCT 4203 | 45 | Online/Blended | Email, Discussion Board |
| ACCT 4673 | 45 | Online/Blended | Email, Discussion Board |
| ACCT 4703 | 45 | Online/Blended | Email, Discussion Board |
| ACCT 4753 | 45 | Online/Blended | Email, Discussion Board |
| ACCT 4963 | 45 | Online/Blended | Email, Discussion Board |

See appendix for course syllabi.

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

50% (if blended); 100% (if online)  
100%

1. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.  
   Email and discussion boards will be the primary instructor-student interaction. Many of these courses have group projects which are facilitated in Blackboard and Blackboard Collaborate.
2. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.

First Year

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

ISYS 1120 Computer Competency Requirement

U.S. History or Political Science

Total: 16 hours

Spring

ENGL 1023 Composition II

ACCT 2013 Accounting Principles

WCOB 1033 Data Analysis and Interpretation

ECON 2023 Principles of Microeconomics

Natural Science

Total: 16 hours

Second Year

Fall

ACCT 2023 Accounting Principles II

ISYS 2103 Business Information Systems

MATH 2043 Survey of Calculus

Social Science

Fine Art/Humanities

Total: 15 hours

Spring

SCMT 2103 Introduction to Supply Chain Management

MGMT 2103 Managing People and Organizations

ECON 2013 Principles of Macroeconomics

Fine Art/Humanities

Natural Science

Total: 16 hours

ALL pre-business requirements should be met by end of term

Third Year

Fall

FINN 3043 Principles of Finance

MKTG 3433 Introduction to Marketing

ACCT 3533 Accounting Technology

ACCT 3723 Intermediate Accounting I

General Education Electives

Total: 15 hours

Spring  
ACCT 3843 Fundamentals of Taxation

ACCT 3753 Intermediate Accounting II

MGMT 3013 Strategic Management

Junior/Senior Business Elective

General Education Electives

Total: 15 hours

Fourth Year

Fall

ACCT 4203 Fundamentals of Taxation II

ACCT 4753 Intermediate Accounting III

Junior/Senior Business Electives (6 hours)

General Education Electives   
Total: 15 hours

Spring

ACCT 4673 Product, Project and Service Costing

ACCT 4963 Audit and Assurance Services

General Education Electives

Junior/Senior Business Electives

Total: 12 hours

Total Units in Sequence: 120

Students are encouraged to take the following courses to satisfy the junior/senior business elective requirement: ACCT 310V, ACCT 410V, ACCT 4003H, FINN 3013, FINN 3013, ISYS 4213 or any 3-hour Walton College Study Abroad Course. Students in the online program are encouraged to complete ACCT 310V, FINN 3013, ISYS 4213 or any 3-hour Walton College Study Abroad Course. No more than six hours of accounting may be in the major.

Accounting Students are encouraged to utilize ACCT 310V in the Spring of Year 4 for Internship Credit as a business elective (in combination with compressed sections of ACCT 4673 and ACCT 4963). To do so requires the student to defer 3 credit hours of General Education electives to an alternative Fall, Spring, or Summer semester. This also strengthens the ability of the student to transition into the Masters of Accounting Program.

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.

Currently, all but five courses are being offered online for the Online BSBA in General Business and the Online Minor for Non-Business Majors. Instructional costs for the additional students will be paid for by the revenue generated from the Online BSBA in Accounting. Direct costs will include the development of five courses ($4,000 each for development cost = $20,000).

1. Provide institutional curriculum committee review/approval date for proposed distance technology program. November 9, 2016.
2. 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.]
3. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: November 23, 2016

Board of Trustees Notification Date: January 26, 2017

Chief Academic Officer: Ashok Saxena Date: November 16, 2016