**LETTER OF NOTIFICATION – 3**

NEW OPTION, EMPHASIS or CONCENTRATION

(Maximum 21 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: University of Arkansas Fayetteville

1. Contact person/title: Dr. Terry Martin, Senior Vice Provost for Academic Affairs
2. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
3. Proposed effective date: Fall 2019
4. Title of existing degree program:

(Indicate if the degree listed above is approved for distance delivery)  
Bachelor of Science in Business Administration

1. CIP Code: 11.0103 - Information Technology
2. Degree Code: To be assigned by ADHE.
3. Proposed name of new option/concentration/emphasis: Blockchain Enterprise Systems Minor
4. Reason for proposed action: Consistent with the Sam M. Walton College of Business’ mission to deliver business knowledge that is innovative, the Walton College aims to create an inter-disciplinary minor that integrates a foundational innovation, namely blockchain technologies, across all business disciplines. Blockchain technologies use a crowd of independent computers to secure a record of transactions, which is a completely new way to design information systems. Blockchain’s implications are wide-spread across every business function, including accounting, economics, finance, management, marketing, retail, and supply chains.
5. New option/emphasis/concentration objective: To prepare students for the future of blockchain-enabled accounting, economics, finance, information systems, management, marketing, retail, and supply chain business applications.
6. Provide the following:

Curriculum outline - List of courses in new option/concentration/emphasis – Underline required courses  
15 hours  
WCOB Interdisciplinary Minor (Not within the Information Systems department)  
ISYS 4173 Blockchain Fundamentals  
ISYS 4453 Introduction to Blockchain Applications  
ISYS 4463 Blockchain Enterprise Systems Development

Choose six hours from the following:

ACCT 3533, Accounting Technology  
ACCT 3723, Intermediate Accounting I  
ACCT 4963, Audit and Assurance Services  
ECON 3433, Money and Banking   
ECON 4433, Experimental Economics  
ECON 4633, International Trade  
ECON 4743, Introduction to Econometrics

ECON 4753, Forecasting

FINN 3603, Corporate Finance

FINN 3063, Investments

FINN 3053, Financial Markets and Institutions

ISYS 3293, Systems Analysis and Design

ISYS 4213, ERP Fundamentals

ISYS 4193, Business Analytics and Visualization  
MGMT 3933, Entrepreneurship and New Venture Development  
MGMT 4263, Organizational Change and Development

SCMT 3613, Supply Management

SCMT 3623, Advanced Inventory Management and Forecasting  
SCMT 3643, International Logistics

SCMT 3653, Retail Supply Chain Analysis

* 1. Provide degree plan that includes new option/emphasis/concentration

NA

* 1. Total semester credit hours required for option/emphasis/concentration

(Option range: 9–27 semester credit hours) 15

* 1. New courses and new course descriptions  
     ISYS 4173 Blockchain Fundamentals  
     This course provides the fundamental concepts underpinning blockchain technologies. This course focuses on blockchain applications for business. Students will learn about the overall blockchain landscape—the investments, the size of markets, major players and the global reach—as well as the potential business value of blockchain applications and the challenges that must be overcome to achieve that value. Students will learn enough about the underlying technologies to be well-prepared to develop blockchain applications in future courses. Prerequisite: (WCOB 2023 or ISYS 2103) and ACCT 2013 with a grade of C or better) or CSCE 2004 each with a grade of C or better.
  2. Goals and objectives of program option  
     To prepare students for the future of blockchain-enabled accounting, economics, finance, information systems, management, marketing, retail, and supply chain business applications.
  3. Expected student learning outcomes  
     Students will be able to:  
     - Articulate the benefits and limitations of different blockchain components and platforms to technical and non-technical managers.  
     - Identify where blockchain technologies are suitable to solve business problems to help to create new business opportunities.  
     - Develop a functioning blockchain application that meets technical and business requirements.
  4. Documentation that program option meets employer needs  
     We have included 10 surveys and 3 letters of support.
  5. Student demand (projected enrollment) for program option

|  |  |  |  |
| --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 |
| New Sections Needed | 1 | 2 | 3 |
| New Student Enrollments | 35 | 55 | 70 |
| New Credit Hours | 105 | 165 | 210 |

* 1. Name of institutions offering similar program or program option and the institution(s) used as a model to develop the proposed program option  
     The Walton College is taking a leadership role in developing an interdisciplinary minor on enterprise blockchains.  We are not aware of any other AACSB University with such a degree.  While many universities offer [classes in cryptocurrencies](https://www.marketwatch.com/story/a-bs-in-bitcoin-these-colleges-are-now-offering-cryptocurrency-related-courses-2018-08-29), our focus is on adapting the underlying blockchain technologies that enable cryptocurrencies for enterprise usage.

1. Institutional curriculum committee review/approval date: December 5, 2018
2. Will the new option/emphasis/concentration be offered via distance delivery? If yes, indicate mode of distance delivery: No
3. Explain in detail the distance delivery methods/procedures to be used: NA
4. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.  
   One additional faculty member will be needed, to be funded by a combination of   college and departmental resources.
5. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: January 21, 2019

Board of Trustees Notification Date: March 28, 2019

Chief Academic Officer: James S. Coleman Date: January 10, 2019