

**ATTACHMENT 2D-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 International Business
6. CIP Code:
7. Degree Code: BSIB
8. Proposed option/concentration/emphasis name: Retail
9. Reason for proposed action: The current BSIB offers concentrations in all of the major fields of study in the Walton College: Accounting, Business Economics, Finance, General Business, Information Systems, Marketing, Management and Supply Chain Management. The Retail major was established in Fall 2011 but not yet a concentration in the BSIB. Adding the retail concentration would provide students the opportunity to choose a concentration from any of the major areas of study.
10. New option/concentration/emphasis objective: The BSIB with a concentration is designed to prepare students for careers in retailing or in companies that manufacture, sell, and distribute consumer goods to retailers from an international business perspective.
11. Provide the following:
 - a. Identify new courses and provide new course descriptions – no new courses are involved. This concentration consists off a subset of the classes that already are offered for which students can take to earn a major or minor in retail as well as courses in supply chain management.
 - b. State goals and objectives of program option – the goal is to provide students with an opportunity to understand the retail industry from a global perspective.
 - c. Describe expected student learning outcomes – students will be able to understand both international business and the specialization of retail.

- d. Provide documentation that program option meets employer needs – documentation is included.
- e. List institutions offering similar program or program option – no institutions are known to offer such an option.

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: NA

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.

17. Provide additional program information requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer

Date: