## ATTACHMENT 2D

## ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

## SECTION I: Approvals

| Department / Program Chair | Date Submitted | Graduate Council Chair | Date |
| :---: | :---: | :---: | :---: |
| College Dean | Date | Faculty Senate Chair | Date |
| Honors College Dean | Date | Provost | Date |
| Core Curriculum Committee | Date | Board of Trustees Appro |  |
| University Course and Programs Committee | Date | Arkansas Higher Education | ation D |
| Vice Provost for Distance Education (for on-line programs) | Date |  |  |
| SECTION II: Profile Data - Required Information and Name Change Information |  |  |  |
| Academic Unit: $\quad$ Major/Fie | $\boxtimes$ Major/Field of Study $\quad \square$ Minor | $\square$ Other Unit Add Retail Conc. (IBRT) $\square$ Policy |  |
| Level: $\quad$ U Undergrad | $\boxtimes$ Undergraduate $\square$ Graduate | Effective Catalog Year $\underline{2014}$ |  |

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20
Current Name BSIB, Bachelor of Science in International Business, Retail Conc. (IBRT)
College, School, Division WCOB Department Code ECON
Current Code ( 6 digit Alpha) INTBBB Proposed Code (6 digit Alpha)
$\square$ Interdisciplinary Program
CIP Code 52.1101
Prior assignment from Office of Institutional Research is required.
Proposed Name $\qquad$
When a program name is changed, enrollment of current students reflects the new name.

## SECTION III: Add a New Program/Unit

For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHEhttp://www.adhe.edu/divisions/academicaffairs/Pages/academicaffairs.aspx
Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: $\qquad$

## SECTION IV: Eliminate an Existing Program/Unit

Code/Name $\qquad$ Effective Catalog Year $\qquad$
No new students admitted to program after Term: $\qquad$ Year: $\qquad$ _
Allow students in program to complete under this program until Term: $\qquad$ Year: $\qquad$

Insert here a statement of the exact changes to be made: Add Retail Concentration (IBRT) in the Bachelor of Science in International Business (BSIB).

Check if either of these boxes apply and provide the necessary signature:
Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here:Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: $\qquad$
Check all the boxes that apply and complete the required sections of the form:
$\square$ Change of Name and Code (Complete only sections I, II, V and VII.)
$\square$ Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)

Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)Change in Program Policies

## SECTION VI: Justification

Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)
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.

## SECTION VII: Catalog Text and Format

In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.

Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

For minors, state requirements in terms of hours, required courses, electives, etc.
For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.
For Law School program/units, prepare text consistent with current catalog style.
For centers, prepare text consistent with current catalog style.

## List between Marketing and Supply Chain Management in the Graduation Requirements for the BSIB Degree.

Retail

Required courses (12 hours):
MKTG 3553, Consumer Behavior
MKTG 3633, Marketing Research
MKTG 4433, Retail Strategy
MKTG 4443, Retail Buying and Merchandise

Select three courses from the following (9 hours):
MKTG 4103, Marketing Topics
MKTG 4233, Integrated Marketing Concepts
MKTG 4633, Global Marketing
SCMT 3443, Principles of Transportation

List within the Bachelor of Science in International Business Eight-Semester Degree Program (list between Marketing and Supply Chain Management):

Retail B.S.I.B.
Eight-Semester Degree Program
Students who wish to pursue the eight-semester degree program should see the Eight-Semester Degree Policy (p. XX) for requirements for the program.

First Year
Fall
ENGL 1013 Composition I (ACTS Equivalency =
ENGL 1013) (Sp, Su, Fa)
MATH 2053 Finite Mathematics (Sp, Su, Fa)
COMM 1313 Public Speaking (ACTS Equivalency
= SPCH 1003) (Sp, Su, Fa)*
WCOB 1111 Freshman Business Connection (Fa)
BLAW 2013 The Legal Environment of Business
(Sp, Su, Fa)**
WCOB 1120 Computer Competency Requirement (Sp, Su, Fa)
Intermediate World Language (2003/2013 level or higher)
Total: 16 hours

Spring
ENGL 1023 Composition II (ACTS Equivalency =
ENGL 1023) (Sp, Su, Fa)
ACCT 2013 Accounting Principles I (Sp, Fa)
WCOB 1033 Data Analysis and Interpretation (Sp,
Su, Fa)
ECON 2023 Principles of Microeconomics (ACTS
Equivalency = ECON 2203) (Sp, Su, Fa)
Foreign Language (3000 level or higher)
Total: 15 hours

Second Year
Fall
WCOB 2053 Business Foundations (Sp, Su, Fa)
or ACCT 2023 Accounting Principles II (Sp, Su, Fa)
ISYS 2103 Business Information Systems (Sp, Su,

Fa)**
MATH 2043 Survey of Calculus (ACTS
Equivalency $=$ MATH 2203) (Sp, Su, Fa) $)^{* * *}$
U.S. History or Political Science (University Core)

Foreign Language (3000 level or higher)
Total: 15 hours

Spring
SCMT 2103 Introduction to Supply Chain
Management (Sp, Su, Fa)**
MGMT 2103 Managing People and Organizations (Sp, Su, Fa)**
ECON 2013 Principles of Macroeconomics (ACTS
Equivalency = ECON 2103) (Sp, Su, Fa)***
Fine Art/Humanities (University Core)
Natural Science (University Core)
ALL pre-business requirements should be met by end of term
Total: 16 hours

Third Year
Fall
FINN 3043 Principles of Finance (Sp, Su, Fa)**
MKTG 3433 Introduction to Marketing ( $\mathrm{Sp}, \mathrm{Su}$,
Fa)**
ECON 4633 International Trade (Sp, Fa)
International Business and Collateral Elective
Social Science - University Core
Total: 15 hours
Spring
MKTG 3553 Consumer Behavior (Fa)
MKTG 3633 Marketing Research (Sp)
MGMT 3013 Strategic Management (Sp, Su, Fa) International Business and Collateral Elective
Area Studies Course
Total: 15 hours
Fourth Year
Fall
MKTG 4443, Retail Buying and Merchandise
3 hour specified MKTG or SCMT course
ECON 4643 International Macroeconomics and
Finance (Sp, Fa)
Area Studies Course
Natural Science - University Core
Total: 16 hours
Spring
MKTG 4433 Retail Strategy (Sp, Fa)
3 hour specified MKTG or SCMT course
3 hour specified MKTG or SCMT course International Business and Collateral Elective

Total: 12

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.


## SECTION VIII: Action Recorded by Registrar's Office

## PROGRAM INVENTORY/DARS

$\qquad$ SUBJ $\qquad$ CIP $\qquad$ CRTS $\qquad$

DGRE $\qquad$ PGCT $\qquad$ OFFC\&CRTY VALID $\qquad$
REPORTING CODES

PROG. DEF. $\qquad$ REQ. DEF.
Initials $\qquad$ Date $\qquad$

Distribution

Notification to:
(1) College
(7) Treasurer

