

SECTION V: Proposed Changes to an Existing Program or Program Policies

Insert here a statement of the exact changes to be made: Offer the Bachelor of Science in Business Administration (BSBA) with a major in General Business online only. The current oncampus students will be allowed to complete their requirements. However, only online students in the General Business major will be admitted beginning fall 2014. (The other majors of the BSBA will continue on campus.)

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: _____

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- 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 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, and adult learners). All non-business courses previously offered in the on-campus BSBA with a major in General Business will be the same for the online BSBA in General Business. In addition, all courses for the online degree program currently exist in all other major fields of study within the on-campus BSBA.

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.

Bachelor of Science in Business Administration Degree (B.S.B.A.) – General Business Major (Online Only)

The Walton College Online Bachelor of Science in Business Administration degree is intended to provide students the opportunity to enroll in a four-year degree program online. In addition, the online degree affords students who have completed an Associate's Degree in Business or those who are near completion of their business degree, the option to complete a B.S.B.A with a major in General Business.

Admission

Students must apply to the University of Arkansas, Office of Admissions for consideration and indicate their interest in the online program on the admissions application. Students are also required to submit an application for admission, official transcripts (either high school or college transcripts or both), and a \$40 application fee.

Requirements for the Online Program

1. On-campus students will be restricted to 8 hours of online classes within their first 30 hours. WCOB 1111, Freshmen Business Connections, however, cannot be taken online. Thereafter, students can take up to 12 hours of online classes per academic year, but no more than 45 hours total toward their degree. In addition, on-campus students cannot enroll in online courses unless they have a cumulative GPA of at least 2.0 (after their first 15 hours of undergraduate coursework) and they have no more than one outstanding incomplete in a previous online course.
2. Online students will be restricted to 8 hours of on-campus classes within their first 30 hours. Thereafter, students can take up to 12 hours of on-campus classes per academic year, but no more than 45 hours total toward their degree. Ordinarily, no more than 60 hours of coursework can be transferred from the online degree program into an on-campus degree program. Transfer credits for students that transfer into the online degree program will be evaluated the same as transfer credits into the on-campus program.
3. Online students will have priority registration for online courses.

General Business Major Requirements

Course Requirements in the Major 21 hours

Students must complete the following 21 hours by selecting one, three hour course from each of the following seven groups: (sequencing of courses will be determined by choices made)

Group 1

ACCT 3533 Accounting Technology
ACCT 3723 Intermediate Accounting I
ACCT 4703 Government and Nonprofit Accounting

Group 2

ECON 3033 Microeconomic Theory
ECON 3133 Macroeconomic Theory
ECON 4333 Economics of Organizations

Group 3

FINN 3053 Financial Markets and Institutions
FINN 3013 Financial Analysis
FINN 3623 Risk Management

Group 4

ISYS 2263 Introduction to Information Systems
ISYS 3293 Systems Analysis and Design

ISYS 3393 Business Application Development Fundamentals
WCOB 4213 ERP Fundamentals

Group 5

MGMT 4243 Ethics and Corporate Responsibility
MGMT 4253 Leadership
MGMT 4263 Organizational Change and Development

Group 6

MKTG 3553 Consumer Behavior
MKTG 4233 Integrated Marketing Communication
MKTG 4533 Retail Strategy

Group 7

SCMT 3443 Principles of Transportation
SCMT 3613 Business Logistics
SCMT 3643 International Transportation and Logistics

A maximum of 27 hours of courses in any one department (core, major, elective).

Junior-Senior Business Electives (15 hours)

Online General Business B.S.B.A. Eight-Semester Degree Program:

Students wishing to follow the eight-semester degree plan for the Online General Business should see the Eight-Semester Degree Policy (p. 79) for university requirements of the program. Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year Units

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)
U.S. History or Political Science – University Core
Total: 16

Spring

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)
ACCT 2013 Accounting Principles (Sp, Fa)
WCOB 1033 Data Analysis and Interpretation (Sp, Su, Fa)
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Sp, Su, Fa)
Natural Science – University Core
Total: 16

Second Year Units

Fall

WCOB 2053 Business Foundations (Sp, Su, Fa)
ISYS 2103 Business Information Systems (Sp, Su, Fa)**
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa)***
Social Science – University Core
Fine Art/Humanities – University Core
Total: 15

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 Arts/Humanities - University Core
Natural Science - University Core
Total: 16

Third Year Units

Fall

FINN 3043 Principles of Finance (Sp, Su, Fa)**
MKTG 3433 Introduction to Marketing (Sp, Su, Fa)**
Group 1 Course (see above)
Group 2 Course (see above)
Total: 12

Spring

MGMT 3013 Strategic Management (Sp, Su, Fa)
Group 3 Course (see above)
Group 6 Course (see above)
Junior Senior Business Elective
General Education Elective
Total: 15

Fourth Year Units

Fall

Group 5 Course (see above)
Junior Senior Business Elective
Group 7 Course (see above)
General Education Electives
Total: 15

Spring

Group 4 Course (see above)
Junior Senior Business Elective
General Education Electives
Total: 15

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

PGRM _____ SUBJ _____ CIP _____ CRTS _____

DGRE _____ PGCT _____ OFFC&CRTY VALID _____

REPORTING CODES

PROG. DEF. _____ REQ. DEF. _____
Initials _____ Date _____

Distribution

Notification to:

- (1) College
- (2) Department
- (3) Admissions
- (4) Institutional Research
- (5) Continuing Education
- (6) Graduate School
- (7) Treasurer
- (8) Undergraduate Program Committee

8/19/13