

## New Program Proposal

Date Submitted: 02/06/24 8:49 am

Viewing: **ABUR-M : Art and Business in Rome for Non-Business Students**

Last edit: 02/12/24 9:12 am

Changes proposed by: aellstra

|  |                   |        |
|--|-------------------|--------|
| Submitter:<br>5-6145                                     | User ID: aellstra | Phone: |
| Program Status   | Active            |        |
| Academic Level   | Undergraduate     |        |
| Type of proposal   | Minor             |        |
| Select a reason for this new program                     | Adding New Minor  |        |
| Effective Catalog Year                                   | Fall 2024         |        |
| College/School Code<br>Walton College of Business (WCOB) |                   |        |
| Department Code<br>Department of Marketing (MKTG)        |                   |        |
| Program Code   | ABUR-M            |        |
| Degree   | Minor             |        |
| CIP Code   |                   |        |

### In Workflow

1. WCOB Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. MKTG Chair
6. WCOB Curriculum Committee
7. WCOB Faculty
8. ARSC Dean
9. WCOB Dean
10. Global Campus
11. Provost Review
12. Undergraduate Council
13. Faculty Senate
14. Provost Final
15. Registrar Final
16. Catalog Editor Final

### Approval Path

1. 01/08/24 9:15 am  
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 01/12/24 9:19 am  
Lisa Kulczak (lkulcza): Rollback to Initiator
3. 01/13/24 10:43 am  
Alan Ellstrand (aellstra): Approved

- for WCOB Dean  
Initial
4. 01/29/24 3:28 pm  
Lisa Kulczak  
(lkulcza): Rollback to  
Initiator
5. 02/06/24 8:56 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean  
Initial
6. 02/08/24 1:27 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Director of  
Curriculum Review  
and Program  
Assessment
7. 02/08/24 1:28 pm  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
8. 02/08/24 2:09 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
9. 02/08/24 2:24 pm  
Judith Garretson  
Folse (jagfolse):  
Approved for MKTG  
Chair
10. 02/08/24 2:25 pm  
Alan Ellstrand  
(aellstra): Approved  
for WCOB  
Curriculum  
Committee
11. 02/08/24 2:25 pm  
Alan Ellstrand

- (aellstra): Approved for WCOB Faculty
- 12. 02/10/24 11:38 am Christopher Liner (liner): Approved for ARSC Dean
- 13. 02/11/24 6:57 am Alan Ellstrand (aellstra): Approved for WCOB Dean
- 14. 02/12/24 8:39 am Suzanne Kenner (skenner): Approved for Global Campus
- 15. 02/12/24 9:12 am Matthew Ganio (msganio): Approved for Provost Review

52.0101 - Business/Commerce, General.

Program Title

Art and Business in Rome for Non-Business Students

Program Delivery

Method

- Off Campus
- On Campus

Is this program interdisciplinary?

Yes

College(s)/School(s)

|   |
|---|
| <b>College/School Name</b>                    |
| Fulbright College of Arts and Sciences (ARSC) |

Does this proposal impact any courses from another College/School?

Yes

College(s)/School(s)

|   |
|---|
| <b>College/School Name</b>                    |
| Fulbright College of Arts and Sciences (ARSC) |

What are the total hours needed to 24

complete the program?

## Off Campus Information

---

Off Campus

Location(s)

| Location Name                      | Address  | Distance from Main Site |
|------------------------------------|--|-------------------------|
| University of Arkansas Rome Center | Palazzo Orsini Taverna, Via di Monte Giordano, 36, 00186 Rome, RM, Italy | 5334                    |

Reason for Offering

Program Off Campus

The program is designed to enable students to earn a minor while studying at the University of Arkansas Rome Center. The curriculum focuses on art and business in Rome--hence, the students' experiences will be enhanced by completing the coursework in Rome.

Fifty percent of the credits required will be offered

Off-campus location

Will Students complete all Program Requirements at this Location?

No

Where will the Program be completed?

Most of the coursework will be completed at the University of Arkansas Rome Center, however, some classes will be completed at the University of Arkansas campus in Fayetteville, Arkansas.

Upload

Memorandum of Understanding Forms (if required)

## Program Requirements and Description

---

## Requirements

Art and Business students will have the opportunity to broaden their international knowledge of business and art including international business and art history by participating in a semester long study abroad program in Rome. This program will be offered in the fall semesters at the university's Rome Center in Rome, Italy.

All non-business majors seeking a business minor are required to complete the Walton College computer competency requirement [ISYS 11203](#), and the following courses (or equivalencies):

|                              |  |    |
|------------------------------|--|----|
| <a href="#">ECON 21403</a>   | Basic Economics: Theory and Practice <sup>1</sup>                    | 3  |
| <a href="#">ACCT 20103</a>   | Accounting Principles <sup>1, 7</sup>                                | 3  |
| <a href="#">BUSI 10303</a>   | Data Analysis and Interpretation <sup>1, 8</sup>                     | 3  |
| Choose one of the following: |  | 3  |
| <a href="#">ARHS 49903</a>   | Special Topics in Modern Art <sup>2, 3, 5</sup>                      |    |
| <a href="#">ARHS 10003</a>   | Basic Course in the Arts: Art Lecture (ACTS Equivalency = ARTA 1003) |    |
| <a href="#">ARHS 20003</a>   | Art History Survey I (ACTS Equivalency = ARTA 2003)                  |    |
| <a href="#">ARHS 21003</a>   | Art History Survey II (ACTS Equivalency = ARTA 2103)                 |    |
| Plus the following 12 hours: |  | 12 |
| <a href="#">ARHS 49803</a>   | Special Topics in Art History <sup>3, 4, 6</sup>                     |    |
| <a href="#">ITAL 29303</a>   | To Rome With Love <sup>3</sup>                                       |    |
| <a href="#">MKTG 34303</a>   | Introduction to Marketing <sup>3</sup>                               |    |
| <a href="#">SEVI 45803</a>   | International Management <sup>3</sup>                                |    |
| Total Hours:                 |  | 24 |

<sup>1</sup> Must be completed at UA-Fayetteville before study abroad at the Rome Center

<sup>2</sup> Specific course title: Special Topics in Modern Art: Introduction to the History of Art and Visual Selling

<sup>3</sup> Course taken at the UA-Rome Center

<sup>4</sup> Specific course title: Special Topics in Art History: Arts and Markets

<sup>5</sup> Prerequisite ARHS 21003 or Instructor Consent

<sup>6</sup> Prerequisite ARHS 20003 or ARHS 21003 or Instructor Consent

<sup>7</sup> MATH 20403 is a prerequisite for ACCT 20103

<sup>8</sup> MATH 20503 or equivalent is a prerequisite for BUSI 10303

Students who desire to earn an Art and Business in Rome minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the

awarding of the student’s undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor.

8-Semester Plan

Program Costs

n/a

Library Resources

n/a

Instructional

Facilities

n/a

Faculty Resources

n/a

List Existing Certificate or Degree Programs that Support the Proposed Program

|                                      |   |
|--------------------------------------|---|
|                                      | Are Similar Programs available in the area? |
| No                                   |   |
| Estimated Student Demand for Program | 10  |
| Scheduled Program Review Date        | n/a   |
| Program Goals and Objectives         |   |
| <b>Program Goals and Objectives</b>  |   |
| n/a                                  |   |
| Learning Outcomes                    |   |
| <b>Learning Outcomes</b>             |   |
| n/a                                  |   |

Description and Justification for this request

| Description of request   | Justification for request   |
|--|---|
| Creation of an Art and Business in Rome Minor for non-business students. | This program is the result of a partnership between and Walton College and School of Art. The program is designed to increase student |

| Description of request | Justification for request   |
|------------------------|---|
|                        | awareness of the business practices required to support the success of artistic endeavors in Rome. The program is designed to encourage students to participate in the UA Rome Center programs. |

Upload attachments

Reviewer Comments

**Lisa Kulczak (lkulcza) (01/11/24 11:42 am):** Per conversation with Alan Ellstrand, adjusted proposed program code for the minor for non-business students to better reflect the title of the minor. Courses updated for common course numbering conversion. The College is encouraged to review for accuracy.

**Lisa Kulczak (lkulcza) (01/12/24 9:19 am):** Rollback: Per Alan's request to address ARTS 47803 question.

**Lisa Kulczak (lkulcza) (01/29/24 3:28 pm):** Rollback: Per conversation with submitter.

**Lisa Kulczak (lkulcza) (02/08/24 1:17 pm):** Updated courses not found for new common course numbering conversion.

**Lisa Kulczak (lkulcza) (02/08/24 1:26 pm):** Reformatted footnotes for catalog copy consistency.

**Matthew Ganio (msganio) (02/12/24 9:12 am):** Per our naming convention - please add "Minor" to the end of the program title.

Key: 986