

New Program Proposal

Date Submitted: 01/13/24 10:43 am

Viewing: **WABR-M : Art and Business in Rome**

Minor

Last edit: 01/29/24 11:33 am

Changes proposed by: aellstra

Submitter:	User ID:	aellstra	Phone:
5-6145			
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	Walton College of Business (WCOB)		
Department Code	Department of Marketing (MKTG)		
Program Code	WABR-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 11:34 am
Lisa Kulczak
(lkulcza): Approved
for Director of
Curriculum Review
and Program
Assessment
 5. 01/29/24 11:39 am
Gina Daugherty
(gdaugher):
Approved for
Registrar Initial
 6. 01/29/24 3:46 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
 7. 01/29/24 3:53 pm
Judith Garretson
Folse (jagfolse):
Approved for MKTG
Chair
 8. 01/29/24 8:48 pm
Alan Ellstrand
(aellstra): Approved
for WCOB
Curriculum
Committee
 9. 01/29/24 8:49 pm
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
 10. 01/30/24 9:12 am
Christopher Liner
(liner): Approved for
ARSC Dean
 11. 01/30/24 9:40 am
Alan Ellstrand

(aellstra): Approved for WCOB Dean
 12. 01/30/24 10:57 am Suzanne Kenner (skenner): Approved for Global Campus
 13. 01/30/24 12:03 pm Matthew Ganio (msganio): Approved for Provost Review

52.0101 - Business/Commerce, General.

Program Title

Art and Business in Rome Minor

Program Delivery

Method

Off Campus

On Campus

Is this program interdisciplinary?

Yes

College(s)/School(s)

College/School Name
Fulbright College of Arts and Sciences (ARSC)

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

Yes

College(s)/School(s)

College/School Name
Fulbright College of Arts and Sciences (ARSC)

What are the total hours needed to complete the program? 15

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, 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. Students will be required to complete a 3-hour course, [ARHS 49903](#) (Special Topics in Modern Art: Introduction to the History of Art and Visual Selling), at UA-Fayetteville in advance of studying abroad. An additional 12-hours of course work will be required on-site at the Rome Center and the city of Rome. The 15-credit hour program will complete a minor in Art and Business in Rome. Classes include:

Required courses:

12

ARHS 49903	Special Topics in Modern Art ¹	
ARHS 49803	Special Topics in Art History ^{2, 3}	
ITAL 29303	To Rome With Love ³	
MKTG 34303	Introduction to Marketing ³	
Select one of the following two options:		3
SEVI 45803	International Management ³	
BUSI 3300V	Walton College Study Abroad ^{3, 4}	
Total Hours		15

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.

- ¹ Specific course title--Special Topics in Modern Art: Introduction to the History of Art and Visual Selling. Must be completed at UA-Fayetteville before study abroad at the Rome Center.
- ² Specific course title--Special Topics in Art History: Arts and Markets.
- ³ Courses to be taken at the UA Rome Center.
- ⁴ Specific course title--The Business of Marketing in Rome.

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 10-15

Scheduled Program n/a

Review Date

Program Goals and Objectives

Program Goals and Objectives

n/a

Learning Outcomes

Learning Outcomes

n/a

Description and Justification for this request

Description of request	Justification for request
Creation of an Art and Business in Rome Minor for 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 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) (01/12/24 9:19 am): Rollback: Per Alan's request to address ARTS 47803 question.

Lisa Kulczak (lkulcza) (01/29/24 11:33 am): Per conversation with the dean's office, updated reference to ARTS 4783, replacing it with ARHS 49903.