### UNIVERSITY OF ARKANSAS SYSTEM *e*VERSITY

### PROPOSAL FOR NEW DEGREES IN THE AREA OF BUSINESS

**1. PROPOSED PROGRAM TITLES:**

Certificate of Proficiency: Administrative Office

Technical Certificate: Office Management

Associate of Applied Science: Business

Bachelor of Applied Science: Business

Associate of Science: Business

Bachelor of Science: Business

**2.**  **PROPOSED STARTING DATE**

October 2015

**3. CONTACT PERSON**

Dr. Michael K. Moore

Vice President for Academic Affairs

University of Arkansas System *e*Versity

mmoore@uasys.edu

501-686-2533

**4. PROGRAM SUMMARY**

The proposed degrees provide two pathways for students to earn business related credentials. One pathway is created around the workforce focused credentials of a Certificate of Proficiency, Technical Certificate, Associate of Applied Science and Bachelor of Applied Science. A second pathway is a more traditional academic pathway including an Associate of Science and Bachelor of Science degree. No course work is lost as students move from one credential to the next. Many courses are shared between the workforce and academic pathways. The proposed credentials will provide students with a deep understanding of business related skills and will prepare students to pursue careers in various fields of business.

**5**. **FACULTY**

University of Arkansas System faculty will develop and teach the courses. All proposed courses exist at one or more UA System institution insuring sufficient available faculty.

**6. INSTRUCTION BY DISTANCE TECHNOLOGY**

The degrees included in this proposal will be delivered in a 100% distance education format.

**7. CURRICULUM**

**Certificate of Proficiency: Administrative Office (16 hours)**

**Technical Certificate: Office Management (37 hours)**

(Certificate of Proficiency + 21 hours)

**Associate of Applied Science: Business (61 hours)**

(Certificate of Proficiency + Technical Certificate + 24 hours)

**Bachelor of Applied Science: Business (120 hours)**

(Certificate of Proficiency + Technical Certificate + Associate of Applied Science + 59 hours)

| Degree | Course Number | Course Name | Hours | Representative Crossswalk Course Numbers at UA System Institutions |
| --- | --- | --- | --- | --- |
| **Certificate of Proficiency Administrative Office (16 hrs)** | EVSY 1001 | Student Success Seminar | 1 | EDGE1003 (UACCH) |
|  | ENGL 1013 | English Comp 1 | 3 | ENGL 1113 (CCCUA), ENG1013 (UACCM), ENGL1013 (UAM) |
|  | CPSI 1003 | Intro to Computers (Microcomputer Applications) | 3 | BUS1003 (CCCUA), CIS 1003 (UAACB),CIS1013(UACCM), UTA 1003 (UAFS), CIS 22213 (UAM) |
|  | ACCT 1103 | Computerized Accounting | 3 | ACCT 2143 (CCCUA) |
|  | BUSN 1013 | Intro to Business | 3 | BUSS 1203 (UACCH), MGMT 1203 (UAFS) |
|  | BUSN 2013 | Business Communications | 3 | BUSS 2023 (CCCUA), BUED 3301 (UAPB), BUSS 1213 (UACCH), MGMT 2863 (UAFS) |
| Technical Certificate Office Management (CP + 21 hrs) | ENGL 1023 | Technical Writing | 3 | ENG1003 (UACCM), ENGL 3253 (UAM), RHET 1312 (UALR), ENGL 1023 (UAF), ENGL 1213 (UAFS) |
|  | MATH 1113 | Quantitative Literacy | 3 | MATH 1321 (UALR) |
|  | ACCT 2003 | Principles of Financial Accounting | 3 | ACCT 2113 (CCCUA), ACCT 2311 (UAPB), ACCT 2310 (UALR), ACCT 2103 (UACCH), ACCT 2013 (UAF), ACCT 2803 (UAFS) |
|  | MGMT 2003 | Principles of Management | 3 | MGMT 3300 (UAPB), MGMT 3300 (UALR), MNG 2313 (CCCUA) |
|  | BUSN 2113 | Spreadsheets | 3 | BUS 2013 (CCCUA), CIS 1352 (UACCH) |
|  | BUSN 2003 | Administrative Office Procedures | 3 | BUS 2603 (CCCUA), BUSS 2023 (UACCH) |
|  | PHIL 2003 | Professional Ethics | 3 | MGMT 2200 (UAPB) |
| Associate of Applied Science - Business (CP + TC + 24 hrs) | PHIL 1003 | Logic and Problem Solving | 3 | PHIL 2350 (UALR) |
|  | ACCT 2013 | Principles of Managerial Accounting | 3 | ACCT 2123 (CCCUA), ACCT 2813 (UAFS), ACCT 2023 (UAF), ACCT 2113 (UACCH), ACCT 2323 (UAPB), ACCT 2330 (UALR) |
|  | BLAW 2003 | Business Law | 3 | BUS 2103 (CCCUA), MKTG 2380 (UALR), BUSS 2203 (UACCH), BADM 3314 (UAPB), LAW 2003 (UAFS) |
|  | ECON 2203 | Microeconomics | 3 | ECON 2103 (CCCUA), ECON 2103 (UACCH), ECON 2023 (UAF), ECON 2813 (UAFS), ECON 2322 (UALR), ECON 2213 (UAM) |
|  | MKTG 2003 | Principles of Marketing | 3 | MNG 2623 (CCCUA), MKTG 3433 (UAF), MKTG 3013 (UAFS), MKTG 3300 (UAPB), MKTG 3350 (UALR) |
|  | BUSN 2103 | Business Statistics | 3 | BMGT 283 (PCCUA), BUSS 2313 (UACCH), ECON 3311 (UAPB), ECON 2310 (UALR) |
|  | MGMT 2103 | Small Business Management | 3 | MNG 2813 (CCCUA) |
|  | PLSC 2003 | US Government and Society | 3 | PSCI2003 (CCCUA), PSCI2003(UACCM), POLS2753 (UAFS), PSCI2213 (UAM), POLS 1310 (UALR) |
| Bachelor of Applied Science - Business (CP + TC + AAS + 59 hrs) | BLAW 3103 | Employment Law | 3 | LAW 2003 (UAFS), BADM 3314 (UAPB), MGMT 4391 (UALR) |
|  | MKTG 4133 | Marketing Research | 3 | MKTG 3133 (UAFS), MKTG 3633 (UAF), MKTG 4310 (UALR) |
|  | MGMT 3113 | Operations Management | 3 | MGMT 4315 (UAPB), MGMT 3304 (UALR), MGMT 3523 (UAFS) |
|  | LEAD 3103 | Leadership Theory and Practice | 3 | LEAD 4123 (UAFS?), INEG 4253 (UAF) |
|  | BLAW 4103 | Law of Commercial Transactions | 3 | LAW 4043 (UAFS) |
|  | LEAD 4103 | Leadership and Change | 3 | LEAD 3603 (UAFS) |
|  | MGMT 3103 | Organizational Behavior | 3 | MGMT 3322 (UAPB), MGMT 3340 (UALR), MGMT 3563 (UAF), MGMT 3153 (UAFS) |
|  | BUSN 3103 | International Business | 3 | MGMT 4377 (UALR), MGMT 4583 (UAF), MGMT 2203 (UAFS) |
|  | FINC 3013 | Principles of Finance | 3 | FINA 3310 (UAPB), FINC 3310 (UALR), FIN 3713 (UAFS) |
|  | MGMT 4103 | Entrepreneurship and Venture Management | 3 | MGMT 3933 (UAF), MGMT 4340 (UAPB), MGMT 4383 (UALR) |
|  | ECON 2103 | Macroeconomics | 3 | ECON 2003 (CCCUA), ECON 2323 (UALR), ECON 2013 (UAF), ECON 2803 (UAFS), ECON 2003 (UACCH), ECON 2203 (UAM) |
|  | MKTG 4363 | E-Commerce | 3 | GB 4363 (UAM), MKTG 3043 (UAFS) |
|  | CPSI 3313 | Management Information Systems | 3 | MIS 3350 (UAPB), BINS 3305 (UALR), ISYS 2103 (UAF), MGMT 4613 (UAM) |
|  | MGMT 3123 | Human Resource Management | 3 | MGMT 3318 (UAPB), MGMT 3320 (UALR), MGMT 3173 (UAFS) |
|  | MGMT 4403 | Strategic Management | 3 | MGMT 4813 (UAFS), MGMT 4653 (UAM), OMGT 4623 (UAF), MGMT 4350 (UAPB) |
|  | BIOL1014 | Life Science I | 4 | BIOL 1014 (CCCUA) |
|  | BIOL 1114 | Life Science II | 4 | BIOL 1114 (CCCUA) |
|  | PSYC 1103 | Psychology | 3 | PSYC2003 (CCCUA),PSY2003(UACCM), PSY1163 (UAFS), PSY1013 (UAM) |
|  | SOCI 1013 | Sociology | 3 | SOC2003 (CCCUA), SOCI2753 (UAFS), SOC2213 (UAM) |

**Associate of Science: Business (60 hours)**

**Bachelor of Science: Business (120 hours)**

(Associate of Science + 60 hours)

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| Degree | **Course Number** | **Course Name** | | **Hours** | Representative Crossswalk Course Numbers at UA System Institutions |
| Associate of Science - Business (60 hrs) | EVSY 1001 | University Success Seminar | | 1 | EDGE1003 (UACCH) |
|  | ENGL 1013 | English Comp I | | 3 | ENGL 1113 (CCCUA), ENG1013 (UACCM), ENGL1013 (UAM) |
|  | ENGL 1023 | Technical Writing | | 3 | ENG1003 (UACCM), ENGL 3253 (UAM), RHET 1312 (UALR), ENGL 1023 (UAF), ENGL 1213 (UAFS) |
|  | MATH 1113 | Quantitative Literacy | | 3 | MATH 1321 (UALR) |
|  | PHIL 1003 | Logic and Problem Solving | | 3 | MATH 2350 (UALR) |
|  | PHIL 2003 | Professional Ethics | | 3 | MGMT 2200 (UAPB) |
|  | SOCI 1013 | Sociology | | 3 | SOC2003 (CCCUA), SOCI2753 (UAFS), SOC2213 (UAM) |
|  | PSYC 1103 | Psychology | | 3 | PSYC2003 (CCCUA),PSY2003(UACCM), PSY1163 (UAFS), PSY1013 (UAM) |
| Degree | **Course Number** | **Course Name** | | **Hours** | Representative Crosswalk Course Numbers at UA System Institutions |
|  | ECON 2103 | Macroeconomics | | 3 | ECON 2003 (CCCUA), ECON 2323 (UALR), ECON 2013 (UAF), ECON 2803 (UAFS), ECON 2003 (UACCH), ECON 2203 (UAM) |
|  | BIOL 1014 | Life Science I | | 4 | BIOL 1014 (CCCUA) |
|  | (BIOL 1114 | Life Science II | | 4 | (BIOL 1114 (CCCUA) |
|  | PLSC 2003 | US Government and Society | | 3 | PSCI2003 (CCCUA), PSCI2003(UACCM), POLS2753 (UAFS), PSCI2213 (UAM), POLS 1310 (UALR) |
|  | ACCT 2003 | Principles of Financial Accounting | | 3 | ACCT 2113 (CCCUA), ACCT 2311 (UAPB), ACCT 2310 (UALR), ACCT 2103 (UACCH), ACCT 2013 (UAF), ACCT 2803 (UAFS) |
|  | ACCT 2013 | Principles of Managerial Accounting | | 3 | ACCT 2123 (CCCUA), ACCT 2813 (UAFS), ACCT 2023 (UAF), ACCT 2113 (UACCH), ACCT 2323 (UAPB), ACCT 2330 (UALR) |
|  | ECON 2203 | Microeconomics | | 3 | ECON 2103 (CCCUA), ECON 2103 (UACCH), ECON 2023 (UAF), ECON 2813 (UAFS), ECON 2322 (UALR), ECON 2213 (UAM) |
|  | CPSI 1003 | Intro to Computers (Microcomputer Applications) | | 3 | BUS1003 (CCCUA), CIS 1003 (UAACB),CIS1013(UACCM), UTA 1003 (UAFS), CIS 22213 (UAM) |
|  | BLAW 2003 | Business Law | | 3 | BUS 2103 (CCCUA), MKTG 2380 (UALR), BUSS 2203 (UACCH), BADM 3314 (UAPB), LAW 2003 (UAFS) |
|  | BUSN 2103 | Business Statistics | | 3 | BMGT 283 (PCCUA), BUSS 2313 (UACCH), ECON 3311 (UAPB), ECON 2310 (UALR) |
| Degree | **Course Number** | **Course Name** | | **Hours** | Representative Crosswalk Course Numbers at UA System Institutions |
|  | BUSN 2013 | Business Communications | | 3 | BUSS 2023 (CCCUA), BUED 3301 (UAPB), BUSS 1213 (UACCH), MGMT 2863 (UAFS) |
|  | FINC 2013 | Personal Finance | | 3 | BUSS 2303 (UACCH), FIN 1523 (UAFS) |
| Bachelor of Science - Business (AS + 60 hrs) | BLAW 3103 | Employment Law | | 3 | LAW 2003 (UAFS), BADM 3314 (UAPB), MGMT 4391 (UALR) |
|  | LEAD 3103 | Leadership Theory and Practice | | 3 | LEAD 4123 (UAFS?), INEG 4253 (UAF) |
|  | LEAD 4103 | Leadership and Change | | 3 | LEAD 3603 (UAFS) |
|  | MKTG 4133 | Marketing Research | | 3 | MKTG 3133 (UAFS), MKTG 3633 (UAF), MKTG 4310 (UALR) |
|  | MGMT 3113 | Operations Management | | 3 | MGMT 4315 (UAPB), MGMT 3304 (UALR), MGMT 3523 (UAFS) |
|  | MGMT 4403 | Strategic Management | | 3 | MGMT 4813 (UAFS), MGMT 4653 (UAM), OMGT 4623 (UAF), MGMT 4350 (UAPB) |
|  | CPSI 3313 | Management Info Systems | | 3 | MIS 3350 (UAPB), BINS 3305 (UALR), ISYS 2103 (UAF), MGMT 4613 (UAM) |
|  | MGMT 3103 | Organizational Behavior | | 3 | MGMT 3322 (UAPB), MGMT 3340 (UALR), MGMT 3563 (UAF), MGMT 3153 (UAFS) |
|  | BUSN 3103 | International Business | | 3 | MGMT 4377 (UALR), MGMT 4583 (UAF), MGMT 2203 (UAFS) |
|  | FINC 3013 | Principles of Finance | | 3 | FINA 3310 (UAPB), FINC 3310 (UALR), FIN 3713 (UAFS) |
|  | MKTG 3123 | Consumer Behavior | | 3 | MKTG 3123 (UAFS), MKT 3463 (UAM), MKTG 3553 (UAF), MKTG 3385 (UALR) |
| Degree | **Course Number** | **Course Name** | | **Hours** | Representative Crosswalk Course Numbers at UA System Institutions |
|  | MGMT 2003 | Principles of Management | | 3 | MGMT 3300 (UAPB), MGMT 3300 (UALR), MNG 2313 (CCCUA) |
|  | MGMT 4103 | Entrepreneurship and Venture Management | | 3 | MGMT 3933 (UAF), MGMT 4340 (UAPB), MGMT 4383 (UALR) |
|  | MGMT 3123 | Human Resource Management | | 3 | MGMT 3318 (UAPB), MGMT 3320 (UALR), MGMT 3173 (UAFS) |
|  | MKTG 2003 | Principles of Marketing | | 3 | MNG 2623 (CCCUA), MKTG 3433 (UAF), MKTG 3013 (UAFS), MKTG 3300 (UAPB), MKTG 3350 (UALR) |
|  | MGMT 4943 | Organizational Staffing | | 3 | MGMT 4943 (UAF) |
|  | MKTG 3113 | Retail Management | | 3 | MNG 2113 (CCCUA), MKTG 3370 (UALR) |
|  | BUSN 3203 | Business Logistics | | 3 | PRFS 4713 (UAFS), SPCM 3613 (UAF) |
|  | BLAW 4103 | Law of Commercial Transactions | | 3 | LAW 4043 (UAFS) |
|  | MKTG 4363 | E-Commerce | 3 | | GB 4363 (UAM), MKTG 3043 (UAFS) |

**8. Faculty Approval**

The proposed credentials were developed by a team of UA System faculty members consisting of:

Lawrence Awopetu (UAPB), Ashley Aylett (CCCUA), Joon Park (UAPB), Maria Parker (CCCUA), Becky Philips (UAM), Brandon Renfro (UACCH), Daniel Settlage (UAFS), and Tom Tudor (UALR). The proposed credentials were unanimously approved by the University of Arkansas System *e*Versity Academic Governance Council.