

## New Program Proposal

Date Submitted: 02/02/23 11:31 am

### Viewing: **OUDOUM : Outdoor Products and Services Undergraduate MicroCertificate**

Last edit: 02/08/23 11:03 am

Changes proposed by: aellstra

Submitter:	User ID:	aellstra	Phone:
5-6145			
Program Status	Active		
Academic Level	Undergraduate		
Type of proposal	MicroCertificate		
Select a reason for this new program	Adding New Undergraduate MicroCertificate		
Effective Catalog Year	Fall 2023		
College/School Code	Walton College of Business (WCOB)		
Department Code	Department of Strategy, Entrepreneurship and Venture Innovation (SEVI)		
Program Code	OUDOUM		
Degree	Undergraduate MicroCertificate		
CIP Code			

#### In Workflow

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

#### Approval Path

1. 02/02/23 11:31 am  
Alan Ellstrand  
(aellstra): Approved for WCOB Dean Initial
2. 02/03/23 3:26 pm  
Alice Griffin  
(agriffin): Approved for Director of Curriculum Review and Program Assessment
3. 02/06/23 10:55 am  
Gina Daugherty

- (gdaugher):  
Approved for  
Registrar Initial
4. 02/08/23 11:03 am  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
5. 02/08/23 11:42 am  
Jason Ridge (ridge):  
Approved for SEVI  
Chair
6. 02/08/23 11:43 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB  
Curriculum  
Committee
7. 02/08/23 11:43 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Faculty
8. 02/08/23 11:43 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
9. 02/08/23 11:45 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
10. 02/09/23 8:18 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review
11. 02/24/23 5:47 pm  
Alice Griffin  
(agriffin): Approved  
for Undergraduate  
Council

52.9999 - Business, Management, Marketing, and Related Support Services, Other.

2/27/23, 8:38 AM

Program Management

Program Title

Outdoor Products and Services Undergraduate MicroCertificate

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

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

No

What are the total hours needed to complete the program?

9

## Program Requirements and Description

### Requirements

# Outdoor Products and Services Undergraduate MicroCertificate

The Outdoor Products and Services Undergraduate MicroCertificate is designed to provide students interested in pursuing careers or starting businesses in the outdoor products and services industries with the necessary background to be successful in these growing areas. The Undergraduate MicroCertificate will provide specific instruction on such topics as the economics, culture, health benefits, infrastructure requirements, workforce diversity needs and ethical aspects of developing and managing appropriate products and services in the outdoor industries.

## Outdoor Products and Services Undergraduate MicroCertificate Requirements

The Outdoor Products and Services Undergraduate MicroCertificate requires nine credit hours that may also be used to fulfill the requirements for an undergraduate degree. The specific requirements are listed below. See an advisor for course selection.

Required Class	3
<u>SEVI 2073</u>	Introduction to Outdoor Recreation Industries

Elective Classes--select two		6
<a href="#">SEVI 4703</a>	Outdoor Industries Capstone Experience	
<a href="#">SEVI 4713</a>	Outdoor Industries Product Innovation Studio	
<a href="#">SEVI 3673</a>	Social Entrepreneurship	
<a href="#">SEVI 3933</a>	Entrepreneurship and New Venture Development	
<a href="#">BUSI 330V</a>	Walton College Study Abroad	
<a href="#">SEVI 310V ENTREPRENEURSHIP INTERNSHIP</a>	<a href="#">Course SEVI 310V ENTREPRENEURSHIP INTERNSHIP</a> <a href="#">Not Found</a>	
Total Hours		9

Note: For [SEVI 3673](#) and [SEVI 3933](#) Outdoor Industries Program Director approval is required.

For [BUSI 330V](#) and SEVI 310V Outdoor Industries Program Director approval is required.

8-Semester Plan

Program Costs

The program is funded through a significant grant from the Walton Family Foundation. The grant enabled us to hire a faculty to manage and teach the program.

Library Resources

No additional library resources are required.

Instructional

Facilities

Existing classroom facilities will be used for classes.

Faculty Resources

No additional faculty resources above what the grant supported are anticipated.

List Existing Certificate or Degree Programs  
that Support the Proposed Program

Are Similar Programs available in the area?

No	
Estimated Student Demand for Program	15
Scheduled Program Review Date	NA

## Program Goals and Objectives

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The outdoor products and services industries are quickly growing, especially in northwest Arkansas. Students completing the Undergraduate MicroCertificate in Outdoor Products and Services will gain knowledge that will help them start businesses in these industries or develop and manage outdoor products and services.

## Learning Outcomes

### Learning Outcomes

Students will learn about the economic, cultural, health benefits, supporting infrastructure, workforce diversity challenges and ethical aspects of successfully starting and managing businesses in the outdoor products and services industries.

## Description and Justification for this request

Description of request	Justification for request
Adding an Undergraduate MicroCertificate in Outdoor Products and Services.	The outdoor products and services industries are rapidly growing--especially in northwest Arkansas. The Undergraduate MicroCertificate in Outdoor Products and Services provides students with necessary knowledge to build and grow businesses in these areas.

## Upload attachments

## Reviewer Comments

**Alice Griffin (agriffin) (02/03/23 3:19 pm):** Added "Undergraduate" to program title and as appropriate in program requirements. College is encouraged to review for consistency.

**Alice Griffin (agriffin) (02/03/23 3:23 pm):** Removed additional comment row: "Outdoor Products and Services MicroCertificate Hours" from program requirements. It is not necessary to declare the MicroCertificate hours are nine hours three times in the catalog copy. Attempting to remove redundancy.

**Alice Griffin (agriffin) (02/03/23 3:24 pm):** Changed scheduled program review date to NA. As MicroCertificates are not reviewed.

**Alice Griffin (agriffin) (02/03/23 3:25 pm):** SEVI 310V in red is currently pending Faculty Senate.

**Doug Miles (dmiles) (02/08/23 11:03 am):** Changed CIP code to 52.9999 to better reflect the program's specific focus