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: 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	Walton College of Business (WCOB)
Department Code	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

11. (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
16. 02/28/24 1:45 pm Lisa Kulczak (lkulcza): Approved for Undergraduate Council

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)

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?	24

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):

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

[1]
Must be completed at UA-Fayetteville before study abroad at the Rome Center

[2]
Specific course title: Special Topics in Modern Art: Introduction to the History of Art and Visual Selling

[3]
Course taken at the UA-Rome Center

[4]
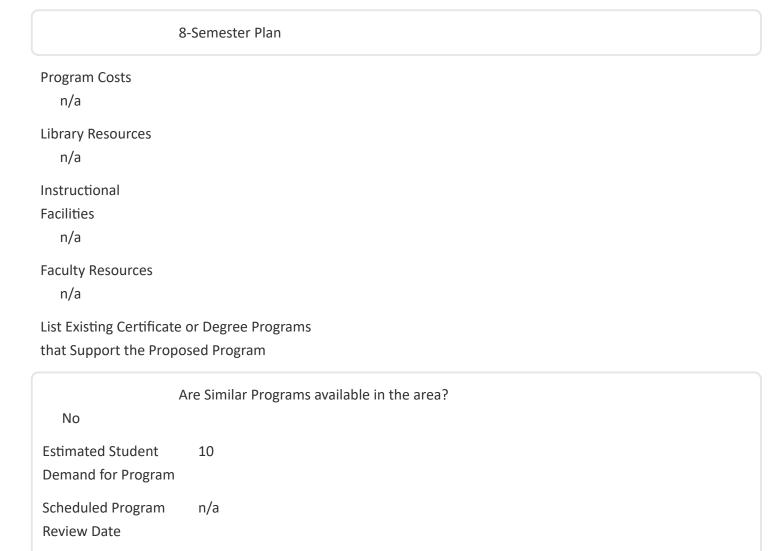Specific course title: Special Topics in Art History: Arts and Markets

[5]
Prerequisite ARHS 21003 or Instructor Consent

[6]
Prerequisite ARHS 20003 or ARHS 21003 or Instructor Consent

[7]
MATH 20403 is a prerequisite for ACCT 20103

[8]
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   10
Demand for Program

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 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 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