LETTER OF NOTIFICATION – 13
EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY

Institutions with at least one certificate or degree program approved for distance technology by the Arkansas Higher Education Coordinating Board must submit Letter of Notification-13 to request approval to offer additional existing (on-campus) certificates or degrees via distance technology. The institution must submit to ADHE a copy of the e-mail notification to the Higher Learning Commission (HLC) about the proposed distance technology program. If HLC requires a focused visit for the proposed distance technology program, please submit the scheduled review date.

Definitions

Distance technology (e-learning) – When technology is the primary mode of instruction for the course (50% of the course content is delivered electronically).

Distance instruction – When a course does not have any significant site attendance, but less than 50% of the course is delivered electronically, e.g., correspondence courses.

Distance program – When at least 50% of the major courses are delivered via distance technology.

1. Institution submitting request:

Arkansas Tech University

2. Contact person/title:

Stephen C. Jones, Ph.D.
Associate Dean of the College of Business
Arkansas Tech University
106 West O Street
Russellville, AR 72801-2222

3. Telephone number/e-mail address:

(OFF) 479-968-0673
(FAX) 479-356-6211
(E-MAIL) sjones@atu.edu

4. Name of Existing Certificate or Degree:

Master of Science in Business Administration

5. Proposed Effective Date for distance technology delivery: June 1, 2015

6. CIP Code/Degree Code: 52.0201
PROGRAM INFORMATION

7. Reason for offering program by distance technology:

The majority of students in the MSBA program are working professionals who do not live in the Russellville local area or who find it difficult to attend face-to-face courses on a regular basis. Unlike traditional undergraduate business students, the MSBA student is typically one who is in a profession not covered in the common business curriculum (e.g., psychology) but who needs business coursework for professional promotion. These students require the flexibility provided by a coursework that is offered in both traditional and distance formats.

8. Provide the list of courses (course number/title) in the certificate or degree listed above currently offered by distance technology. Indicate which existing distance technology courses are taught by adjunct faculty.

None of the courses listed below is taught by adjunct faculty.

ACCT 6003 Principles of Business Accounting
BLAW 6003 Business Law & Ethics
ECON 6003 Survey of Economics
FIN 6003 Financial Decision Making
MGMT 5083 Business Policy
MGMT 6003 Survey of Management and Organizational Behavior
MKT 6003 Marketing Strategy and Research

9. List of new courses and course descriptions for distance technology courses for the degree listed above. Indicate which new distance technology courses will be taught by adjunct faculty.

Not applicable.

10. Provide the course syllabus for each distance technology course for the program listed above and indicate the maximum class size for each distance course. Indicate the course delivery mode(s) and class interaction mode(s) for each distance technology course.

ACCT 6003 Principles of Business Accounting
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

BLAW 6003 Business Law & Ethics
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

ECON 6003 Survey of Economics
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

FIN 6003 Financial Decision Making
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.
MGMT 5083 Business Policy
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

MGMT 6003 Survey of Management and Organizational Behavior
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

MKT 6003 Marketing Strategy and Research
Enrollment is planned at 20 students.
Course Delivery Mode(s): Online.
Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

11. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.

Depending upon the course, students may be required to participate in functions such as discussion boards, forum discussions of instructor questions, written work development and critiques among group members, and video presentations and critiques with class members. Instructors provide written feedback on student projects, but they also interact through email, telephone calls and digitally videoed lectures. Skype and live Tegrity broadcasts are considered as real-time student-faculty interaction modes when appropriate and feasible.

12. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.

Master of Science in Business Administration
DEGREE PLAN

<table>
<thead>
<tr>
<th>Fall/Spring Courses - Required</th>
<th>Semester Completed</th>
<th>Grade</th>
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<tbody>
<tr>
<td>ACCT 6003 Principles of Business Accounting</td>
<td></td>
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<tr>
<td>BLAW 6003 Business Law &amp; Ethics</td>
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<tr>
<td>ECON 6003 Survey of Economics</td>
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<td>MKT 6003 Marketing Strategy and Research</td>
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<td></td>
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<tr>
<td>Spring Courses - Required</td>
<td>Semester Completed</td>
<td>Grade</td>
</tr>
<tr>
<td>MGMT 5203: Project Management</td>
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<tr>
<td>Fall Courses - Electives</td>
<td>Semester Completed</td>
<td>Grade</td>
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<td>BUAD 6003: Independent Study</td>
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<td>MGMT 5053: Small Business Management</td>
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<td>MKT 5093: International Marketing</td>
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<tr>
<th>Spring Courses - Electives</th>
<th>Semester Completed</th>
<th>Grade</th>
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<tbody>
<tr>
<td>MKT 5053: Sport and Event Marketing</td>
<td></td>
<td></td>
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<tr>
<td>MKT 5143: Marketing Management</td>
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<tr>
<th>Summer Courses - Electives</th>
<th>Semester Completed</th>
<th>Grade</th>
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<tr>
<td>MGMT 5223: Leadership: Ideas and Images in Art, Film, History, and Literature</td>
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<tr>
<td>Fall/Spring/Summer Courses - Electives</td>
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<tr>
<td>BLAW 5073 Special Topics in Law</td>
<td></td>
<td></td>
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<tr>
<td>BUAD 6003 Independent Study</td>
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</tbody>
</table>

13. Provide a list of services that will be supplied by consortia partners or outsourced to another organization (faculty/instructional support, course materials, course management and delivery, library-related services, bookstore services, services providing information to students, technical services, administrative services, online payment arrangements, student privacy consideration, services related to orientation, advising, counseling or tutoring, etc.) **Include the draft contract/Memorandum of Understanding (MOU) for each partner/organization offering faculty/instructional support for the program.** Submit final contract/MOU signed by partner institutions or organizations upon completion of ADHE proposal review.

No services will be supplied by consortia or outsourced to another organization.

14. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.

No new costs will be incurred for the proposed distance program. All courses have already been or are in the process of being developed.

15. Provide institutional curriculum committee review/approval date for proposed distance technology program.

16. Provide documentation that proposed program has been reviewed/approved for distance technology delivery by licensure/certification board/agency, if required. [HLC review must follow ADHE review and AHECB program approval.]

Outside agency review is not required.

17. Provide additional program information if requested by ADHE staff.
INSTITUTIONAL APPROVAL

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date:

LON-13
Arkansas Tech University
Master of Science in Business Administration

Course: ACCT 6003: Principles of Business Accounting

Instructor: Dr. Debra Hunter, Rothwell 428, 479-968-0611, dhunter5@atu.edu

Course Delivery Mode(s): Mixed technology (50% online), and 100% online.

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: A survey of basic accounting techniques for graduate students who have not previously had an accounting course. The course addresses the fundamental mechanics of accounting, including the preparation and analysis of corporate financial statements. It also addresses operational accounting issues such as product costing, cost-volume-profit analysis, operational and capital budgeting, and performance evaluations.

Prerequisite: Admission to the Master of Science in Business Administration program.

Text: Horngren’s Accounting by Nobles, Mattison, & Matsumura (10th edition). The Blackboard system will be used to upload writing assignments and for some instructional materials.

Other Material: Accounting periodicals and databases.

Objectives:
1. Record business transactions in journal entry form.
2. Prepare the income statement, balance sheet, and statement of changes in equity.
3. Analyze the financial statements of a business using horizontal, trend, and vertical techniques, as well as ratio analysis.
4. Explain the differences between financial and managerial accounting.
5. Describe fixed and variable costs and compute the break-even point.
6. Describe incremental analysis and prepare a NPV analysis for a capital budget proposal.
7. Calculate variances between flexible budgets and actual results and interpret the meaning of those variances.

Teaching & Evaluation Methods:
The skills noted in the Course Objectives will be evaluated through in-class examinations, homework assignments submitted for evaluation, research/writing assignments, and classroom performance.

Evaluation: The following grade distribution will be used for this course:
90% - 100.00% = A
80% - 89.99% = B
70% - 79.99% = C
60% - 69.99% = D
Less than 60% = F

Ethics:
Article I of the ATU Student Handbook includes the following definitions regarding student academic dishonesty:
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The student handbook states that any student who commits any of these or other actions which are prohibited in the University's rules and regulations may be subject to disciplinary action. Any student found to have committed an act of dishonesty will be liable for sanctions as provided by the policies of this University.
Arkansas Tech University
Master of Science in Business Administration

Course: BLAW 6003: Business Law & Ethics

Instructor: Dr. Tracy Cole, Rothwell 441, 479-968-0491, tcole7@atu.edu

Course Delivery Mode(s): 100% online

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: This course is designed to introduce students to the American legal system, increase their understanding of legal issues and potential liabilities in business contexts, and equip them to meet their legal obligations with ethical integrity in a competitive marketplace. Topics will include the structure and function of the American legal system, contracts, torts, creditors’ rights and bankruptcy, and employment law.

Prerequisite: Admission to the Master of Science in Business Administration program.


Other Material: Students will need access to a computer with Internet access, a webcam, and a microphone.

Objectives: Upon completion of this course, students should be able to explain the structure and function of the U.S. legal system; understand the basic principles of law affecting businesses; and demonstrate a deeper understanding of the ethical and public policy issues relevant to these areas of the law.

Teaching & Evaluation Methods:
This course begins with the study of business ethics using the Business Ethics Now textbook and additional materials relevant to business ethics. The remainder of the course focuses on business law using the Essentials of the Legal Environment textbook and additional materials relevant to business law, noting that some legal issues inherently present ethical considerations as well. Throughout the semester, we will have both individual and group discussion assignments and online exams corresponding to the assigned textbook chapters and additional materials. In addition, each student will complete an individual research paper, approximately 5 pages in length, focusing on the primary legal and ethical issues relevant to a particular industry, occupation, or profession. Although the final draft of this paper is due at the end of the semester (in lieu of a final exam), students will need to work on this project and submit a topic, outline, tentative bibliography, and rough draft earlier in the semester.

Evaluation:

90% - 100.00% = A
80% - 89.99% = B
70% - 79.99% = C
60% - 69.99% = D
Less than 60% = F
Ethics:

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Arkansas Tech University
Master of Science in Business Administration

Course: ECON 6003: Survey of Economics

Instructor: Dr. Marc Fusaro, Rothwell 409, 479-968-0688, mfusaro@atu.edu

Course Delivery Mode(s): 100% online

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: This course explores the principles of macroeconomic and microeconomic analysis of economies. It includes theories of output, income, employment, price level, and business fluctuations, including the monetary system, fiscal and monetary policy, production and cost and the analysis of various market structures, distribution of income, and international and welfare economics. There is a required research project.

Prerequisite: Admission to the Master of Science in Business Administration program.


Other Material:

Objectives:
1. To gain historical, theoretical, and practical knowledge about how a market system functions.
2. To demonstrate an understanding of a market system by applying knowledge to selected problems and policy issues.
3. To evaluate economic issues in a global context.
4. To understand the interaction between consumers, producers, market demand, market supply, and production costs.
5. To distinguish market structures and the implications for consumers and businesses of each.
6. To improve thinking skills.

Teaching & Evaluation Methods:
This class will use a combination of recorded lectures, web resources, textbook readings, and problem sets. The primary source of each module grade will be through the problem sets. For each module you earn a letter grade for each problem set and for the exam. These three grades are averaged to get a letter grade for the module. I will assign letter grades based on the final form of the research report. Then the final letter grades are calculated by averaging the seven grades: final exam, the research report and the four module grades, and the module 5 problem set (which is worth only 1/3 of the weight of the other items).

Evaluation:
- 90% - 100.00% = A
- 80% - 89.99% = B
- 70% - 79.99% = C
- 60% - 69.99% = D
- Less than 60% = F
Ethics:

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Arkansas Tech University  
Master of Science in Business Administration

Course: FIN 6003: Financial Decision Making

Instructor: Mark Reavis, Rothwell 411, 479-968-0613, mreavis@atu.edu

Course Delivery Mode(s): Mixed technology (50% online), and 100% online.

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: This course explores: the role and functions of a corporate financial manager; financial forecasting, planning, and budgeting; security valuation, cost of capital, and capital budgeting; net working capital management; international finance; ethics in finance; long-term debt and leasing; dividend policy; mergers and acquisitions; stakeholders' considerations; EVA (Economic Value Added) and MVA (Market Value Added), CAPM (Capital Asset Pricing Model). There is a required research project.

Prerequisite: Admission to the Master of Science in Business Administration program.

Text: Foundations Of Financial Management; Block, Hirt, & Danielsen; 2011

Evaluation:  
90% - 100.00% = A  
80% - 89.99% = B  
70% - 79.99% = C  
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Less than 60% = F

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Arkansas Tech University
Master of Science in Business Administration

Course: MGMT 6003: Survey of Management and Organizational Behavior

Instructor: Stephen Jones, Rothwell 342, 479-968-0673, sjones@atu.edu

Course Delivery Mode(s): 100% online.

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: This course examines the principles and theories of corporate management including planning, organizing, leading, controlling, staffing, decision making, ethics, organizational influence, behavior, change and development. There is a required research project.

Prerequisite: Admission to the Master of Science in Business Administration program.


Objectives:
1. understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;
2. be knowledgeable of historical development, theoretical aspects and practice application of managerial process;
3. appreciate different leadership and motivation styles and which ones best suit the student as manager;
4. be familiar with interactions between the environment, technology, human resources, and organizations in order to achieve high performance;
5. work effectively within a small group team environment, to give and receive feedback, and to resolve conflicts;
6. be aware of the ethical dilemmas faced by managers and the social responsibilities of businesses.

Teaching & Evaluation Methods:
The focus of this course is to prepare you to be able to research, prepare and write a major research paper through a company analysis. The quizzes, forums and exams prepare the student for discussing and analyzing business management topics, including but not limited to company analyses.

Evaluation:
- 90% - 100.00% = A
- 80% - 89.99% = B
- 70% - 79.99% = C
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Arkansas Tech University
Master of Science in Business Administration

Course: MGMT 5083: Business Policy

Instructor: Dr. Jack Tucci, Rothwell 445, 479-968-0608, jtucci@atu.edu

Course Delivery Mode(s): 100% online

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: As the capstone course in the MSBA, this course examines the application of strategic management processes, including top management's role in situational analysis, strategy selection, strategy implementation, and strategic control, under conditions of uncertainty. There is a required research project.

Prerequisite: Admission to the Master of Science in Business Administration program. 21 hours must be completed toward the program requirements.

Text: The material required for MGMT 4083 (Business Policy) (All Sections) is an online subscription to the Glo-Bus game simulation website (http://www.glo-bus.com/). The subscription includes access to the online simulation, to an e-text and all PowerPoint and other instructional files, and to the game and course quizzes. The price to the student is $132.75 at the bookstore. No printed copy of the text is available externally, although students may print a personal copy of the text after enrolling on the site.

Other Material: The Prince by Machiavelli. You must subscribe to Business Week for the semester through the subscription enrollment presented in class.

Objectives:

1. To develop an understanding of Strategic Management and methods for formulating, implementing and controlling organizational strategies under conditions of competition and uncertainty.
2. To improve the students' abilities, working as members of a team engaging effectively in critical thinking and problem solving towards long term problem solving.
3. To increase the students' understanding of corporate global citizenship in top management decision making.
4. To increase the students' understanding of the criticality of ethical decision making and corporate social responsibility through purposeful decision making.

Evaluation: 90% - 100.00% = A
80% - 89.99% = B
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Arkansas Tech University
Master of Science in Business Administration

Course: MKT 6003: Marketing Strategy And Research

Instructor: Dr. James Walton, Rothwell 407, 479-356-2093, jwalton@atu.edu

Course Delivery Mode(s): 100% online.

Class Interaction Mode(s): Electronic bulletin boards, email, telephone, discussion boards.

Description: Marketing principles and framework from a managerial perspective; role of basic marketing functions (price, product, distribution, promotion) and use of statistical analysis in determination and implementation of strategy and other marketing decision making activities; significance of legal and ethical precepts; increasing role of global marketing activities. There is a required research project.

Prerequisite: Admission to the Master of Science in Business Administration program.


Objectives: To have students make significant progress in developing their ability to think and communicate in creative, innovative, and constructive ways about the concepts within advertising and promotions and the problems and issues confronting advertisers and advertising practitioners using generally accepted terminology and concepts as a foundation.

Evaluation: 90% - 100.00% = A
80% - 89.99% = B
70% - 79.99% = C
60% - 69.99% = D
Less than 60% = F

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