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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**New Emphasis, Concentration, Option, or Minor Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours | 2/2/2022 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Jim Washam | 2/4/2022 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (if applicable)**   |

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| Alan Utter | 2/21/2022 |

**Vice Chancellor for Academic Affairs** |

1. **Contact Person (Name, Email Address, Phone Number)**

**Matthew Hill, mdhill@astate.edu, 870-972-8820**

1. **Proposed Starting Date**

**8/22/2022**

Summer 2022 (2022-23 Bulletin Year)

1. **Title of degree program:**

Master of Business Administration

1. **Proposed name of new option/concentration/emphasis/minor:**

Agricultural Business

1. **Reason for proposed action that includes rationale, goals, and student population served:**

Agriculture is a significant driver of economic activity in Northeast Arkansas and the surrounding region. Since A-State’s College of Agriculture is well-established at providing high quality education in various areas of agricultural business, this concentration will efficiently and effectively allow the Griffin College of Business to collaborate with the College of Agriculture to better serve those with an interest in graduate studies in both business and agricultural business. Participants in a focus group (Fall 2021) agreed that adding an Agricultural Business concentration would help further differentiate our MBA degree.

1. **Provide the following:**
	1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

AGEC 6003, Consumer Behavior and Food Marketing

AGEC 6043, Advanced Agribusiness Management

AGEC 6053, Advanced Production Economics

* 1. Total semester credit hours required for option/emphasis/concentration/minor

9

* 1. Student demand (projected enrollment) for program option

15 students per year

1. **Will the new option/emphasis/concentration/minor be offered:**
	1. **Traditional/Face-to-face** YES
	2. **Distance/Online** YES
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

YES

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

The concentration will leverage courses that are currently being offered. Subsequently, we do not expect a change in costs.

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

Page 70:

Program of Study for the Master of Business Administration

Please insert as first bulleted concentration description (see accompanying Program Modification form for other changes to this section)

• **Concentration in Agricultural Business**: Complements the MBA core with in-depth coverage of the unique business issues and challenges facing firms that operate in agricultural sectors. To earn this concentration, students must complete the 24 hours of the MBA core and 9 hours of graduate level courses in the College of Agriculture.

Insert after current Bulleting page 79 (before Graduate Certificates section)

**Business Administration**

**Master of Business Administration**

**Concentration in Agricultural Business**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p.X) |  |
| **Neil Griffin College of Business MBA Core Courses:** | **Sem. Hrs.** |
| (See Neil Griffin College of Business MBA Core Courses section) | 24 |
| **Agricultural Business Concentration:** | **Sem. Hrs.** |
| AGEC 6003, Consumer Behavior and Food Marketing | 3 |
| AGEC 6043, Advanced Agribusiness Management | 3 |
| AGEC 6053, Advanced Production Economics | 3 |
| **Sub-total** | **9** |
| **Total Required Hours:** | **33** |