

PROGRAM MODIFICATION PROPOSAL

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

The program is made up of 125 credit hours as follows:

REQUIREMENT	CREDIT HOURS
1. University Requirements	8
2. General Education Requirements	46
3. Major Requirements	47
4. Entrepreneurship Emphasis	24
a. BA-101 (3)	
b. ACCT-201 (3)	
c. MGMT-301 (3)	
d. MKT-301 (3)	
e. FINA-301 (3)	
f. MGMT-320 or approved Business elective (3)	
g. MGMT-325 or approved Business elective (3)	
h. ENGL-275 (3)	

Purpose:

To provide Lander Visual Art majors the opportunity to acquire knowledge and experience in both art and business topics to better prepare them for the contemporary art market. This proposed emphasis aligns a studio art degree with strategic existing business classes to provide a versatile skill set and prepare students for a broad range of career options within in the art field. It will allow students to graduate with both a strong visual arts studio experience, and a comprehensive business understanding while staying within a four-year tenure.

Centrality to Mission:

The mission of this Art Entrepreneurship emphasis is congruent with that of the University, the Department of Visual Art within the College of Arts and Humanities, and the School of Management within the College of Business. The Lander University mission states, "Grounded in the belief that education is a liberating force which makes it possible for the individual to live a life of meaningful activity, of personal satisfaction, and of service to others as a neighbor and a citizen, Lander University has chosen teaching and learning as its principal concerns and providing a challenging education for qualified students as its mission." The Department of Visual Art mission statement asserts, "As an accredited member of the National Association of Schools of Art and Design, the Lander University Department of Art is committed to offering a thought-provoking and challenging environment in which students strive to understand the role of the arts in preserving cultural tradition, delineating social change, and articulating relationships within a community." Finally, "The mission of the School of Management is to provide high quality business education that prepares students for positions of leadership and responsibility."

The addition of this emphasis aligns with the institutional and departmental missions because it will provide students with high-quality academic training that will be thought-provoking, challenging and will expand the role of art within optional careers. Students

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will be highly qualified with a well-rounded knowledge base for opportunities in visual arts that require business experience. This will promote the personal satisfaction that results from a meaningful career or service in a chosen field. Finally, such preparation will provide the community with access to Visual artists who possess viable skills in management and marketing.

List the objectives of the modified program. (1500 characters)

1. To provide visual art majors a business course of study in addition to their major without sacrificing art studio classes.
2. To add a viable option to current courses of study with in the art department.
3. To prepare art students who are interested in careers in marketing or management as it applies to art.
4. To prepare art students who are interested in small business as it applies to art.
5. To offer students a knowledge base that will help them remain current in an ever-changing economy.

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Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

There are no similar programs in local or regional proximity to Lander University.

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)
(Not Applicable)

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List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
None	None	None	None

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Description of the Program

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2015-2016	2	18	1	9	0*	0
2016-2017	2	18	1	9	0	0
2017-2018	3	27	1	9	0	0
2018-2019	3	27	1	9	0	0
2019-2020	5	45	1	9	0	0

* New enrollment is expected to take place primarily in the Fall semester. Every incoming freshman is scheduled to take 9 credits of art classes their first semester (2 studio courses, 1 art history course), regardless of emphasis.

Curriculum

Credit Hours

UNIVERSITY REQUIREMENTS

FALS 101	1
Foreign Language	0-6
Foreign Language	
UNI 101	1

GENERAL EDUCATION REQUIREMENTS (For approved courses see the General Education section.)

Behavioral Science	3
Fine Arts (DANC 101 or MUSI 101 or MUSI 201 or THTR 201)	3
Global Issues/Nonwestern Studies	3
History	3
Humanities/Literature	3
Humanities	3
Laboratory Science	4
Laboratory Science	4
Logic & Analytical Thought (MATH 121)	3
Mathematics (MATH 211)	3
Political Economy (ECON 101/201)	3
Wellness (PEES 175)	2
Wellness (PEES 176)	1
Writing (ENGL 101)	3

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Writing (ENGL 102)	3
TOTAL GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS	46-52
MAJOR PROGRAM CORE REQUIREMENTS	
ART 103	3
ART 104	3
ART 105	3
ART 106	3
ART 111	3
ART 112	3
ART 202	3
ART 203	3
ART 204	3
ART 205	3
ART 207	3
ART 499	1
MAJOR ADDITIONAL REQUIREMENTS	
ART 320	3
ART 300-level or above (ART 302-307, 350, 402-408)	3
ART 300-level or above (ART 302-307, 350, 402-408)	3
ART 400-level studio (ART 402-408)	3
ART History (300 level)	3
MAJOR PROGRAM EMPHASIS REQUIREMENTS	
BA 101	3
ACCT 201	3
MGMT 301	3
MKT 301	3
FIN 301	3
MGMT 320 or approved Business elective	3
MGMT 325 or approved Business elective	3
ENGL 275	3
TOTAL MAJOR PROGRAM REQUIREMENTS	73
OTHER ELECTIVES	0-6
TOTAL FOR BS DEGREE	125

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Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

Courses Eliminated from Program	Courses Added to Program
None.	<ul style="list-style-type: none"> • BA-101 (3)
	<ul style="list-style-type: none"> • ACCT-201 (3)
	<ul style="list-style-type: none"> • MGMT-301 (3)
	<ul style="list-style-type: none"> • MKT-301 (3)
	<ul style="list-style-type: none"> • MGMT-320 or approved Business elective (3)
	<ul style="list-style-type: none"> • MGMT-325 or approved Business elective (3)
	<ul style="list-style-type: none"> • FINA-301 (3)
	<ul style="list-style-type: none"> • ENGL-275 (3).

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

The addition of the Entrepreneurship emphasis to the Visual Art major will utilize existing course work and faculty in both the Department of Art and in the School of Management at Lander University.

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

Currently, requests for additional library/learning resources specific to art are made on a yearly basis and are fulfilled as allowed by budget. Requests specific to the Art Entrepreneurship emphasis will be made as needed and fulfilled as allowed by current budgets.

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Financial Support

Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Faculty and Staff Salaries	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Graduate Assistants	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Supplies and Materials	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Library Resources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other*	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Program-Specific Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
State Funding (i.e., Special State Appropriation)*	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reallocation of Existing Funds*	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Federal Funding*	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Funding*	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Total (i.e., Estimated New Costs Minus Sources of Financing)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

*Provide an explanation for these costs and sources of financing in the budget justification.

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Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?

Yes

No

If yes, explain. (1000 characters)

(Not Applicable)

Will the proposed modification affect or result in program-specific accreditation?

Yes

No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

(Not Applicable)

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Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

Yes

No

If yes, complete the following components.

Area of Certification

(Not Applicable)

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.

Not Applicable.

(Not Applicable)