

ASACR 7

Office of the President
May 1, 2018

Members, Board of Trustees:

ACADEMIC DEGREE RECOMMENDATION:
COLLEGE OF ARTS AND SCIENCES

Recommendation: that the Board of Trustees approve the establishment of a Bachelor of Arts (BA) degree in United States Culture and Business Practices, within the College of Arts and Sciences, beginning in the Fall 2018 Semester.

Background: The proposed Program will allow students to complete an interdisciplinary degree that draws together significant training in business with a rich background in the history, politics, arts, and culture of the United States. The proposed coursework will be split between classes in the College of Arts and Sciences Humanities and Social Science departments and classes in the Gatton College of Business and Economics. Through program coursework, students will enhance critical thinking and writing skills; develop communication and other "soft skills;" and hone problem-solving strategies while integrating key aspects of a business degree, including management, marketing, finance, and economics.

This is an innovative and collaborative cross-disciplinary Program that is not available at UK benchmark institutions, but is rising in popularity across the United States.

The Program has the approval of the appropriate councils and the University Senate and has completed the 30-day review process of the Council on Postsecondary Education. The Provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____