The University of Oklahoma

**Academic Programs Council**

**Program Proposal Requests Distributed for November 3, 2023 meeting**

**Option Additions**

COLLEGE OF PROFESSIONAL AND CONTINUING STUDIES

Interdisciplinary Studies: Construction Management, Bachelor of Arts (RPC TBA, MC TBA) Requesting addition of an option under the Level III program title of Interdisciplinary Studies. Option name will be Interdisciplinary Studies: Construction Management. The degree requires 120 hours, with 30 hours in the major.

Reason for request: PACS seeks to expand the major offerings available within the Interdisciplinary Studies (B.A.) program in order to provide the specific population of students eligible for Adult Degree Completion with more varied learning opportunities. This major addition within the degree will also allow the College of Architecture to offer their expertise to these students. This new major addition, Construction Management, will connect to the construction industry where there is a strong demand specifically to Oklahoma’s top 100 critical occupations. This major within the degree will share 50% of the core requirements, providing courses relevant to the workforce in-demand knowledge and skills including communication, data literacy and analysis, problem solving methods, and practical application of knowledge learned in the program. The other 50% of the major requirements are topic-specific, providing depth of knowledge in the field of construction management. Admission and retention policies designed for adults completing their degrees, along with fully online delivery, distinguish this degree from others and allows for targeted student support, providing the best opportunities for adult students to reach their graduation goals. Admission requirements include: at least 60 letter-graded credits, a 2.0 GPA, and the student must be age 21 or older with work/professional experience/activities indicating maturity and appropriate motivation.

Interdisciplinary Studies: Learning and Education Studies, Bachelor of Arts (RPC TBA, MC TBA) Requesting addition of an option under the Level III program title of Interdisciplinary Studies. Option name will be Interdisciplinary Studies: Learning and Education Studies. The degree requires 120 hours, with 30 hours in the major.

Reason for Request: PACS seeks to expand the major offerings available within the Interdisciplinary Studies (B.A.) program in order to provide the specific population of students eligible for Adult Degree Completion with more varied learning opportunities. This major addition within the degree will also allow the College of Education to offer their expertise to these students.  This new major addition, Learning and Education Studies, will connect to the education career field where there is a strong demand specifically to Oklahoma’s top 100 critical occupations. This major within the degree will share 50% of the core requirements, providing courses relevant to the workforce in-demand knowledge and skills including communication, data literacy and analysis, problem solving methods, and practical application of knowledge learned in the program. The other 50% of the major requirements are topic-specific, providing depth of knowledge in the field of study. Admission and retention policies designed for adults completing their degrees, along with fully online delivery, distinguish this degree from others and allows for targeted student support, providing the best opportunities for adult students to reach their graduation goals. Admission requirements include: at least 60 letter-graded credits, a 2.0 GPA, and the student must be age 21 or older with work/professional experience/activities indicating maturity and appropriate motivation.

**New Certificate**

PRICE COLLEGE OF BUSINESS

Esports Business, Undergraduate Certificate (RPC TBA, MC TBA) Requesting addition of a new undergraduate certificate with level III name Esports Business. The certificate requires 15 total hours, with 9 hours of required core and 6 hours of guided electives.

Reason for Request: Price College of Business currently offers a major in sports business; however, esports employers are actively seeking graduates with specific skills, knowledge, and expertise in the management side of the esports business. Careful analysis of the market and consideration of pedagogical and curricular issues resulted in the development of this certificate program. This certificate in Esports Business will help fulfill Price College's goal of preparing students for day-one readiness on the job in a variety of industries.

The esports industry is not new. In fact, research suggests that the e-sports market size to be approximately $1.75B in annual revenue (FY 2022) and is expected to increase to $6.75B by 2030. Viewership of e-sports was reported to be 520M people in 2022. Of this, 52% were considered casual fans and 48% esports enthusiasts. Furthermore, esports employment data also shows that management-level job growth is over 19% per year.

With the increasing market size and the need for a specialized workforce, employers are seeking graduates who can enter the marketplace with specific industry-focused skills. A targeted esports business certificate from the Price College of Business will indicate that our graduates possess the specialized knowledge to compete in this rapidly growing segment of sports business.

The opportunity for students to graduate with a transcript-recognized certificate in-hand will give them a unique advantage as they enter the workforce to compete for management-level jobs. Indeed, students studying Sports Business and the 3,000+ that are active esports players on campus have expressed varying degrees of interest in pursuing this certificate.

**Administrative**

DODGE FAMILY COLLEGE OF ARTS AND SCIENCES

POTA - Potawatomi, new course designator: The Department of Native American Studies requests the creation of a Potawatomi course designator: POTA.

Reason for Request: The department began offering NAS 1715-001 Potawatomi Language I this semester, Fall 2023, and NAS 1725 Potawatomi Language II is in the process of creation. We would like to update the subject from NAS to POTA to mirror the way that we designate our other language courses - CREK, CHER, KIOW, CHOC.