

F - New or Revised Minor/Emphasis/Area of Concentration : Entry # 3151**Today's Date**

09/28/2023

Your Name

Daniel Hall

Your Emaildhall@highpoint.edu**Please select the appropriate school overseeing this proposal:**

Business

Is this proposal connected to any other proposals currently being submitted? If so, please describe below.

This is connected to the Integrative Learning New Course proposal submitted by Daniel Hall on behalf of the Business and Arts & Design schools, Economics and Interior Design departments respectively on 9/28/23

Is this submission in response to a "revise and resubmit" decision on a previous proposal?

No

Category of proposal

Minor

Is this new or a revision?

New

200 Word Summary of Proposal

Our home furnishings business minor will dispel the misconceptions that opportunities in the home furnishings industry is limited geographically to High Point and professionally to the showroom/retail floor. This is done by exposing students to opportunities that their furniture market employers simply do not have time to show them. The ITG 3000: Breaking Into the Home Furnishings Industry course co-taught by Gary Inman and Daniel Hall and the required internship for credit experience in the industry will be fundamental. MKT 2110, INT 2140 (or INT 3040), and a range of business elective options will provide the marketing, sales, and interior design knowledge and skills necessary for most professionals starting their career in this industry. Please see the attached pdf, "Home Furnishings Business Minor Final Version," for a complete list of course requirements and electives.

Rationale for Proposed Curriculum

The University has been growing due in large part to donations from the Home Furnishings Industry. This \$150 billion dollar industry sits in our own backyard, currently providing opportunities for professional development when they work the biannual International Furniture Market and internship and career opportunities beyond that. Due to demographic shifts our students face the most favorable employment conditions ever in this industry, but they need curriculum to prepare and guide those interested to this golden opportunity. As High Point University advances into more prestigious competitive peer groups, we will need our students to get extraordinary career starts to build up our reputation.

What Program(s), Degree(s), and/or Major(s) is this proposal intended to complement?

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Anyone can declare the minor, but it will complement most business majors and the interior design, fashion merchandising, and visual merchandising majors.

What Academic Divisions, University Officers, Programs, or other stakeholders are involved in, or affected by, this addition or change?

School of Arts & Design

Department of Interior Design, Furnishings, and Fashion Merchandising - Gary Inman would be co-teaching the ITG course and would need an adjunct/faculty overload to cover an Interior Design course

- INT 2140 or INT 3040 are unlikely to be impacted as there are extra seats available in current offerings each semester (Gary typically teaches these courses)

School of Business

Department of Economics - Daniel Hall would be co-teaching the ITG course but would not be leaving any other sections as he would otherwise not teach as Dean

Department of Marketing - MKT 2110 is only minimally impacted by minors' enrollment as multiple sections are offered fall, spring, and summer.

Note: A range of Business course electives will spread the enrollment impact even more.

Other stakeholders: The American Home Furnishings Hall of Fame and its supporters stand ready to offer internships for credit to those declaring the minor (see attached letter of support).

Please attach documentation showing support from key stakeholders, if any.

- [Hall-of-Fame-Letter-of-Support-for-HPU-Minor-091723.pdf](#)
- [Memo-HFS-minor-Support.pdf](#)

Is this proposed curriculum consistent with the University and School Mission?

Mission

High Point University's inspiring environment, caring people, and engaging education equip graduates for success and significance by cultivating the values, knowledge, mindset, and skills necessary to thrive in a competitive and rapidly changing world.

School of Business Mission

To prepare our students to become tomorrow's business professionals

School of Arts & Design Mission

The mission of High Point University's School of Arts and Design is to:

1. create a stimulating and inclusive environment that encourages the exchange of ideas and the intellectual and creative development of faculty and students;
2. prepare globally aware students for continued growth in a diverse range of fields by instilling professional values and fostering the ability to engage in critical inquiry through a variety of creative methods;

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3. cultivate an appreciation for artistic expression, understanding of visual literacy, and awareness of design in the university and surrounding communities.

The Home Furnishings Business Minor is consistent with the University's and schools' missions because the home furnishings industry will always be global, will be here tomorrow, leads in inclusivity, is an early adopter of many new technologies, and is by its nature a creative industry that supports a growth mindset.

To our knowledge, this is a unique minor as only a few schools offer curriculum in home furnishings and they are related to making furniture or interior design. None really take on the innovative business lens and match it with design thinking through experiential learning opportunities we are packing into this minor.

Does this proposal require an interim or transition plan, or can it be implemented immediately? If a transition plan is required, describe this or attach at the end of the proposal.

It can be implemented immediately. We have plenty of time to further plan out the ITG course and build Internship Opportunities until Spring 2025.

Assessment Strategy

We will participate in all efforts of assessment planned for the Integrative Learning and Experiential Learning requirements of HPU Lead that make up two of the five courses. These assessments outcomes will combine with assessment of exams/projects in all of the courses along with career outcomes data to assess the effectiveness of the minor.

Please attach department approval page and any other supporting documents. If this proposal requires additional resources beyond normal operating expenses of department, school, or University, attach Provost's Provisional Willingness to Consider.

- [Home-Furnishings-Business-Minor-Memo-to-Provost-amended.pdf](#)
- [Home-Furnishings-Business-minor-FINAL-VERSION.pdf](#)

For Deans:

Does this proposal connect solely to programs in one school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Inter-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

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Are necessary resources available to support this proposal?

Yes

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/29/2023

For the School Curriculum Committee Chair

Is this proposal consistent with the mission and requirements of your school?

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[SCHOOL COMMITTEE] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

01/18/2024

For APIRC:

Is this proposal consistent with the history and mission of the university?

Yes

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Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?
Yes
[APIRC] This committee approves/denies advancement of this proposal
Approve
Today's Date (REQUIRED)
01/26/2024