

## **Request for Authorization to Establish a Bachelor of Arts in Japanese Studies at UNC Charlotte**

UNC Charlotte requests authorization to establish a B.A. in Japanese Studies degree program (CIP 16.0302).

### **Program Description**

The UNCC Department of Languages and Culture Studies proposes a BA in Japanese Studies that builds on a successful minor in Japanese. The proposed curriculum combines 10 courses already offered in the minor with the addition of 6 new courses. The program will build the language skills of students and introduce them to Japanese culture, including literature, film, and business. The program will be innovative in the use of technology available in the Department's Language Resource Center.

### **UNC Tomorrow Relevance**

The proposed program would address several recommendations in the UNC Tomorrow report including *Enhancing Our Global Readiness* by developing the global competitiveness of UNCC and graduates of the program.

### **Highlights from UNC-GA Data Template**

There are no Japanese degree programs at UNC universities. North Carolina has attracted Japanese-affiliated companies for many years, and the 215 Japanese-affiliated companies have invested approximately \$4 billion in the state, employing more than 20,000 workers. North Carolina's exports to Japan in 2008 totaled \$1.7 billion, making Japan its 4<sup>th</sup> largest export market. In the past three years, UNCC has added 4 baccalaureate, 3 masters, and 1 doctoral degrees and has discontinued 1 baccalaureate and 4 masters degrees.

### **Outcome of Consultation with Disciplinary Panel**

In addition to UNCC and UNC-GA participants, the panel included faculty from ASU and WCU. The panel discussed current enrollments in the minor and anticipated numbers of majors. Current efforts at coordinating Japanese-focused discussions and activities in UNC and the state were noted, and interest was expressed in having a Japanese Studies Consortium that would facilitate sharing courses among campuses. An NCSU faculty member unable to participate in the videoconference noted that Japan Studies will be one of three concentrations in a degree in Asian Studies that is being planned by NCSU. Their enrollments have increase steadily over the last decade. His only concern was the small number of UNCC faculty involved (4), a concern that was also mentioned by an ECU faculty member unable to participate in the videoconference. (Note: UNCC responds that there are 4 part-time faculty teaching in the program as well as the four full-time faculty, two of whom are tenure track.)

**Student Demand**

The number of students enrolled in Japanese Language and Culture Studies at UNCC has grown to more than 400 students enrolled in courses in recent years, the largest enrollment in the state. Approximately 60 of these students are enrolled in the Japanese minor, and many would take it as a major if it were available. Almost 200 students take Japanese classes in public schools in the UNCC region.

**Opportunities for Graduates of the Program**

North Carolina and Charlotte in particular, have attracted Japanese-affiliated companies for many years. The 215 Japanese-affiliated companies in the state employ more than 20,000 workers. North Carolina's exports to Japan in 2008 totaled \$1.7 billion, making Japan its 4<sup>th</sup> largest export market.

**Resource Implications**

**Resource needs:** The UNCC library indicates that holdings are adequate, but an ECU faculty reviewer noted that these would probably need to be increased. Some classrooms will need to be renovated to accommodate technological advances.

**Resources allocated:** The Japanese Minor director obtained a grant to develop additional computer-based learning materials that will be used in all advanced class sections. The program has also received grants from the Japan Foundation over the last two years to purchase additional library materials. The Language Resource Center has been developed, which has four areas: the classroom and computing lab, the faculty development lab, listening/viewing stations, and the international TV viewing area.

**Estimated cost to the State:** By the fourth year of the program, 12 full-time students are expected to be enrolled in the degree program. At 15 student credit hours per semester, this would result in 360 student credit hours a year. Assuming that 30% of these undergraduates would be students who would not have attended UNCC otherwise, new state appropriation needed (Baccalaureate, cost category level 2) would be approximately \$26,375.

**Recommendation**

It is recommended that the Board of Governors approve UNC Charlotte's request to establish a B.A. in Japanese Studies degree program (CIP 16.0302) contingent upon the availability of funding.

## General Information Template for Academic Program Review

### ***Degree Area and Level:***

B.A. in Japanese Studies (CIP 16.0302) at UNC Charlotte

### ***Addressing UNC Tomorrow:***

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1) by enhancing the global competitiveness of UNC Charlotte and graduates of this program. Japanese Studies also addresses Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2) by increasing access for underrepresented populations.

### ***Role of Program in Relation to State and Regional Needs:***

North Carolina has attracted Japanese industry for years. This is indicated by the fact that Japanese-affiliated companies have invested \$4.0 billion in North Carolina, where currently 215 Japanese-affiliated companies operate. These companies in total employ 20,250 workers. Some major Japanese firms in North Carolina are Sumitomo Electric Lightwave Corp., Konica Minolta Manufacturing USA, Inc., Bridgestone/Firestone, Inc., ASMO North Carolina, Inc., YKK (AP America), Inc. and Reichhold Chemicals. North Carolina's exports to Japan in 2008 amounted to \$1.7 billion, making Japan its 4th largest export market.

Source: <http://www.atlanta.us.emb-japan.go.jp/japannorthcarolina.html>

### ***US Labor Department Analysis:***

- *Summary* – No summary is provided for this CIP cluster.

### ***Availability of Program Statewide (Enrollment and Degrees Awarded in Last 3 Years):***

- *Public universities* – Not available.
- *Private universities* – Wake Forest University offers the B.A. in Japanese Studies. According to their 2008-2009 Office of Institutional Research Fact Book there were 3 graduates in the Japanese program in 2006-2007, and zero graduates in 2007-2008. No enrollment data was provided.

### ***Available or not from Academic Common Market:***

North Carolina does not participate in the ACM at the undergraduate level.

### ***UNC Charlotte enrollment and degrees awarded by similar programs at the Bachelors level:***

*(Based on two CIP digits – 16 CIP is the summary group for Foreign Languages, Literatures, and Linguistics under which Japanese Studies is a program.)*

Enrollment			Academic Year						
			Fall 05	Spr 06	Fall 06	Spr 07	Fall 07	Spr 08	Fall 08
UNC-C	German Language and Literature	BA	11	10	7	7	9	9	11
	French Language and Literature	BA	9	13	11	10	12	15	12
	Spanish Language and Literature	BA	56	55	56	49	57	60	61

Number of Degrees Awarded			Academic Year		
			2005- 2006	2006- 2007	2007- 2008
UNC-C	German Language and Literature	BA	4	7	7
	French Language and Literature	BA	6	4	6
	Spanish Language and Literature	BA	18	18	13

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***Campus Average of enrollment and degrees awarded in this degree area at the Bachelors level:***  
*(Based on two CIP digits – 16 CIP is the summary group for Foreign Languages, Literatures, and Linguistics under which Japanese Studies is a program - over the last 3 Academic Years, Fall 2005-Fall 2008)*

<b>Campus Average</b>			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ASU	2	17	12
ECU	3	7	4
FSU	1	11	5
NCA&T	1	10	4
NCCU	2	9	4
NCSU	2	34	27
UNC-A	4	16	6
UNC-C	3	26	9
UNC-CH (AB)	6	36	15
UNC-G	4	18	7
UNC-P	1	9	2
UNC-W	3	22	16
WCU	2	8	5
WSSU	1	4	1
Campus Average:		16	8

## ***UNC Charlotte Degree Programs added in the past three years:***

- *Bachelor*
  - BA Special Education, General Curriculum (03/20/2009)
  - BS Systems Engineering (09/07/2007)
  - BS Respiratory Therapy (05/11/2007)
  - BS Public Health (03/16/2007)
- *Master*
  - MUD Urban Design (06/13/2008)
  - MA Latin American Studies (02/09/2007)
  - MS Bioinformatics (05/11/2007)
- *Doctoral*
  - PhD Nanoscale Science (01/12/2007)

## ***UNC Charlotte Degree Programs discontinued in past three years:***

- *Bachelor*
  - BA Special Education (03/20/2009)
- *Master*
  - MEd Special Education, Cross-Categorical Disabilities (03/20/2009)
  - MEd Special Education, behavioral-Emotional Handicaps (03/20/2009)
  - MEd Special Education, Mental Handicaps (03/20/2009)
  - MEd Special Education, Learning Disabilities (03/20/2009)
  - MEd Special Education, Severe and Profound Handicaps (03/20/2009)
  - MA Art Administration (03/20/2009)
- *Doctoral*
  - N/A