

The completed and signed proposal should be submitted by the Dean's Office to: curriulumplanning@asu.edu.
 Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the University Provost.

Definition and minimum requirements:

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 semester hours of which at least 9 semester hours must be upper division, Specialized concentrations (e.g., BIS Concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

College/School/Institute: W. P. Carey School of Business (UGBA)
Department/Division/School: Dean, W. P. Carey School of Business (CBADN)

Proposing Faculty Group (if applicable):

If this is an official joint degree program? No, this is not a joint degree program

If "Yes, List all the additional college(s) school(s) institutes(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals.

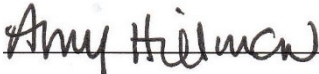
Existing Degree and Major under which this concentration will be established: Business, BA
Proposed Concentration Name: Business Administration
What is the first catalog year available for students to select on the undergraduate Application for this this program? 2016-2017

Delivery method: On-campus only (ground courses and/or iCourses)
Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations: indicate all locations where this program will be offered.
 - Downtown Phoenix - Polytechnic - Tempe - West - Other: Lake Havasu

Proposal Contact

Name: Michele Pfund **Title:** Associate Dean of Undergraduate Programs
Phone number: 480 965 6409 **Email:** Michele.Pfund@asu.edu

DEAN APPROVAL(S)	
<p>This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.</p>	
<p>College/School/Division Dean name: <u>Amy Hillman</u></p>	<p><</p>
<p style="text-align: center;">Signature <u></u></p>	<p style="text-align: right;">Date: <u>9/18/2015</u></p>
<p>College/School/Division Dean name: (if more than one college involved)</p>	<p style="text-align: right;">Date: <u> / 20</u></p>
<p><i>Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.</i></p>	

1. OVERVIEW

- A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc.).

The BA in Business with a concentration in Business Administration provides a concentration focused on a breadth of knowledge and skills needed for managing business operations. The degree provides the full business core plus a concentration with 18 hours of course work focused on skills such as forecasting demand, planning inventory, purchasing services, conducting skillful negotiations, building strategies for the future, and managing people, finances, and risk.

- B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

All other offerings within the BA in Business degree offer a narrow specialization within the business field. Examples include: business communications, statistics, public service and public policy, communications, global logistics, etc. This concentration will provide an opportunity for students to gain breadth within the business discipline. Input from our admissions team is that this combination of skills will be appealing to students at our Polytechnic and West campuses.

2. Support and Impact

- A. Provide a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.

This concentration will draw on course work from three W. P. Carey departments: Management, the Morrison School of Agribusiness, and Supply Chain Management. Letters of support from each of these are included with this proposal.

- B. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

The W. P. Carey School offers a suite of concentrations within the BA in Business degree. These concentrations focus on narrow fields of interest within the business field. This concentration fits in perfectly within this suite as it provides a concentration that is applicable to a wider range of career options following graduation.

- C. Provide a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

3. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. You can find examples of program Learning Outcomes at (<https://uoeee.asu.edu/plan-outcomes>).

Students within the BA Business with a concentration in Business Administration will develop knowledge, competency and skill in five areas: critical thinking, communication, discipline-specific knowledge, ethical awareness, and global awareness.

B. Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. You can find examples of assessment methods at (<https://uoeee.asu.edu/creating-plan>).

To ensure that students are achieving these learning outcomes described in (A), an assessment will be performed yearly using direct and indirect measure as described in the table below.

Educational Skills /Outcomes	Direct Measure	Indirect Measure	Frequency of Measurement
Business Administration Discipline Specific Knowledge	Student project in a required 400 level upper division concentration course	Graduating senior report card Alumni survey	Yearly
Critical Thinking	Student project in a required 400 level upper division concentration course	Graduating senior report card Alumni survey	Yearly
Communication	Student project in a required 400 level upper division concentration course	Graduating senior report card Alumni survey	Yearly
Ethical Awareness	Student performance on selected questions in LES 305 (required course)	Graduating senior report card Alumni survey	Yearly
Global Awareness	Student performance on selected questions in a required international business (G) course	Graduating senior report card Alumni survey	Yearly

At the end of the yearly measurement cycle, results from the indirect and direct measures are combined and reviewed against expected performance goals in an effort to drive continuous improvement within the program. These activities are aligned with our assessment process for all W. P. Carey undergraduate students in support of our AACSB accreditation requirements. Specific assessment details will be developed in collaboration with our Assistant Dean for Academic Affairs who oversees our assessment process for the school.

4. Academic Curriculum and Requirements

- A. Provide the admissions criteria for the proposed concentration. If they are identical to the admission criteria for the existing major and degree program under which this concentration will be established, please note that here.

New freshmen admitted to this program must meet university entrance requirements. Transfer students from within campus or other institutions must meet university requirements and have a 3.0 ASU and 3.0 Transfer GPA.

- B. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

The BA in Business degree consists of at least 62 hours of course work distributed between basic skill courses, business core courses, and concentration courses as shown below. A number of these courses also meet general education requirements. Only courses in which a student receives a grade of “C” (2.00) or higher may be used to meet the degree requirements. Students must meet all prerequisites and course requirements as listed in the catalog. At least 30 hours must be ASU credit.

Basic Skill Courses (44 hours):

WPC 101 Student Success in Business (1)

ECN 211 Macroeconomic Principles (3) or ECN 213 Honors Macroeconomics (3)

ECN 212 Microeconomic Principles (3) or ECN 214 Honors Microeconomics (3)

MAT 210 Brief Calculus (3)

ECN 221 Business Statistics (3) or ECN 231 Honors Business Statistics (3)

MAT 211 Math for Business Analysis (3)

ACC 231 Uses of Accounting Information I (3) **OR** ACC 232 Financial Accounting I (3) **OR** ACC 261 Honors Fundamentals of Financial Accounting (3)

ACC 241 Uses of Accounting Information II (3) **OR** ACC 242 Managerial Accounting I (3) **OR** ACC 271 Honors Fundamentals of Managerial Accounting (3)

CIS 105 Computer Applications and Information Technology (3) **OR** CIS 236 Honors Information System (3) LES 305 Business Law and Ethics for Managers (3)

FIN 300 Fundamentals of Finance (3) **OR** FIN 302 Managerial Finance (3) **OR** FIN 303 Honors Finance (3)

MGT 300 Org. Management and Leadership (3) **OR** MGT 303 Honors Organizational Strategies, Leadership and Behavior (3)

MKT 300 Marketing and Business Performance (3) **OR** MKT 302 Applied Marketing Management and Leadership (3) **OR** MKT 303 Honors Marketing Theory and Practice (3)

SCM 300 Global Supply Operations (3) **OR** SCM 303 Honors Global Supply Operation

International Business Core Course

MGT 302 Principles of International Business (3) or ECN 306 Survey of International Economics (3)

MKT 425 Global Marketing Management (3) **OR** SCM 463 Global Supply Chain Management (3)

WPC 301 Business Forum (1)

Required Concentration Courses

Prefix Number	Title	New Course?	Credit Hours
BUS 384	Business Operations and Planning	No	3
MGT 411	Leading Organizations	No	3
WPC 470	Business Administration Capstone	Yes	3
		Total	9

Elective Concentration Courses (choose 3)

BUS 434	Risk Management and Insurance	No	3
BUS 424	Sales and Negotiations	No	3
MGT 420	Human Resource Management	No	3
PHI 360	Business and Professional Ethics	No	3
SCM 354	Procurement of Services	No	3
SCM 385	Business and Sustainability I	No	3
TMC 320	Funding the Enterprise	No	3
TWC 422	Social Media in the Workplace	No	3
Credit Hours Required for Concentration		Total Minimum	18

C. A minimum residency requirement: How many hours of the concentration must be ASU credit?

12 hours resident credit required in the concentration.

D. Provide a brief course description for each new course.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for the University Provost’s Office approval before this concentration is put on the CAPC agenda.

WPC 470 Business Administration Capstone

Integrates the students' knowledge of the basic functional disciplines into a general strategic perspective for managing the whole organization. Students are expected to combine knowledge from other courses with new information presented here to interpret and analyze actual business problems and opportunities. This is a learning-by-doing course.

In the course, you and your fellow students will take the perspective of a general manager or business owner concerned about the overall health and vitality of the business or company. You will come to better understand how value is created and captured by organizations and how some organizations are able to develop relatively sustainable competitive advantages. Creating value in ways that can be sustained for the long term – by reliably producing goods and services that offer attractive features to customers at prices they are willing to pay (and that cover production costs) – is what leaders of all organizations strive for. The WPC Business Administration Capstone will leave you better prepared for your upcoming career by providing a comprehensive view of business organizations and your roles in them.

5. Administration and Resources

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Current resources will be used to provide admission, advisement, and retention support for this program. The W. P. Carey School has a well-developed process in place for these functions.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	65	100	125

C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

The W. P. Carey School will monitor resource needs and acquire as appropriate.

D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Timothy Richards	Professor	Risk Management
Mark Manfredo	Professor, Associate Dean	Risk Management, Operations
Ashok Mishra	Professor	Risk Management
Renee Hughner	Professor	Sales & Negotiations
Carola Grebitus	Associate Professor	Sales & Negotiations
John Fowler	Professor	Operations
Antonios Printezis	Clinical Assistant Professor	Operations
Roland Burgman	Faculty Associate	Management, Strategy
Albert Cannella	Professor	Management, Strategy
James Moore	Clinical Associate Professor	Management, Strategy
Louise Nemanich	Clinical Associate Professor	Management, Strategy
Christine Shropshire	Associate Professor	Management, Strategy
David Zhu	Associate Professor	Management, Strategy

6. Additional Materials

- A.** Prepare and attach a Major Map. Please use the "proposed map" function to create a Major Map in BAMM. This feature is explained in the training document available on help.asu.edu.
- B.** *Complete and attach the Appendix document.*
- C.** Attach other information that will be useful to the review committees and the Office of the University Provost.

**APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**

(This information is used to populate the [Degree Search](#)/catalog website.
Please consider the student audience in creating your text.)

Proposed Concentration Name: Business (Business Administration)

1. Program Description (150 words maximum)

The BA in business with a concentration in business administration provides a concentration focused on a breadth of knowledge and skills needed managing business operations. The degree provides the full business core plus a concentration with 18 hours of course work focused on skills such as forecasting demand, planning inventory, purchasing services, conducting skillful negotiations, building strategies for the future, and managing people, finances and risk.

2. Contact and Support Information

Office Location (Building & Room):	BA 160
Campus Telephone Number:	480/965-4227
Program email address:	wpcadmissions@asu.edu
Program website address:	https://wpcarey.asu.edu/undergraduate-degrees

3. Additional Program Description Information

- A. Additional program fee required for this program? Yes No
- B. Does this program have a second language requirement? Yes No

4. Delivery/Campus Information

Delivery Method: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus(es) and/or Locations Check all locations where the program will be offered.

- Downtown
- Polytechnic
- Tempe
- West
- Other (please specify) Lake Havasu

Operational information:

Once students select a campus or On-line option, students will not be able to move back and forth between the on-campus the ASU Online option.

5. Career Opportunities & Concentration(s)

Provide a brief description of career opportunities available for this degree program with the proposed concentration.

The bachelor's degree in business with a concentration in business administration will prepare students to work in a wide range of industries through their broad skill set in managing processes and people. Below are several anticipated career opportunities for students completing the concentration in business administration.

6. Additional Admission Requirements

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the Exploratory Social and Behavioral Sciences program in the College of Letters and Sciences.

Students with more than 45 transfer hours who are not admissible to the College of Letters and Sciences will be contacted to select an appropriate major.

7. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.

Administration
Business
Management
Operations

8. Advising Committee Code

List the existing advising committee code associated with this degree.

Polytechnic Campus: UGBAPC, West Campus: UGBAWC Lake Havasu City: UGBALH

Note: If a new advising committee needs to be created, please complete the following form:

[Proposal to create an undergraduate advising committee](#)

9. Western Undergraduate Exchange (WUE) Eligible:

Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for [WUE?](#)

No

*Note: **No** action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

10. First Required Math Course List the first math course required in the major map. MAT 210**11. Math Intensity**

- a. List the highest math required on the major map. (This will not appear on Degree Search.) MAT 211
- b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity> Moderate

12. CIP codes

- a. Identify CIP codes that should be displayed on Degree Search. CIP codes can be found at: <http://www.onetonline.org/crosswalk/CIP/>.

52.02) Business Administration, Management and Operations.

- [52.0201\) Business Administration and Management, General.](#)
- [52.0202\) Purchasing, Procurement/Acquisitions and Contracts Management.](#)
- [52.0203\) Logistics, Materials, and Supply Chain Management.](#)
- [52.0204\) Office Management and Supervision.](#)
- [52.0205\) Operations Management and Supervision.](#)
- [52.0206\) Non-Profit/Public/Organizational Management.](#)
- [52.0207\) Customer Service Management.](#)
- [52.0208\) E-Commerce/Electronic Commerce.](#)
- [52.0209\) Transportation/Mobility Management.](#)
- [52.0210\) Research and Development Management.](#)
- [52.0211\) Project Management.](#)
- [52.0212\) Retail Management.](#)
- [52.0213\) Organizational Leadership.](#)
- [52.0299\) Business Administration, Management and Operations, Other.](#)

52.09) Hospitality Administration/Management.

- [52.0901\) Hospitality Administration/Management, General.](#)
- [52.0903\) Tourism and Travel Services Management.](#)
- [52.0904\) Hotel/Motel Administration/Management.](#)
- [52.0905\) Restaurant/Food Services Management.](#)
- [52.0906\) Resort Management.](#)
- [52.0907\) Meeting and Event Planning.](#)
- [52.0908\) Casino Management.](#)
- [52.0909\) Hotel, Motel, and Restaurant Management.](#)
- [52.0999\) Hospitality Administration/Management, Other.](#)

 09.0900) Public Relations, Advertising, and Applied Communication.

- [09.0901\) Organizational Communication, General.](#)
- [09.0902\) Public Relations/Image Management.](#)
- [09.0903\) Advertising.](#)
- [09.0904\) Political Communication.](#)
- [09.0905\) Health Communication.](#)
- [09.0906\) Sports Communication.](#)
- [09.0907\) International and Intercultural Communication.](#)
- [09.0908\) Technical and Scientific Communication.](#)

52.18) General Sales, Merchandising and Related Marketing Operations.

- [52.1801\) Sales, Distribution, and Marketing Operations, General.](#)
- [52.1802\) Merchandising and Buying Operations.](#)
- [52.1803\) Retailing and Retail Operations.](#)
- [52.1804\) Selling Skills and Sales Operations.](#)
- [52.1899\) General Merchandising, Sales, and Related Marketing Operations, Other.](#)

52.0206) Non-Profit/Public/Organizational Management.

- [52.0207\) Customer Service Management.](#)
- [52.0208\) E-Commerce/Electronic Commerce.](#)
- [52.0209\) Transportation/Mobility Management.](#)
- [52.0210\) Research and Development Management.](#)
- [52.0211\) Project Management.](#)
- [52.0212\) Retail Management.](#)
- [52.0213\) Organizational Leadership.](#)
- [52.0299\) Business Administration, Management and Operations, Other.](#)

51.0701) Health/Health Care Administration/Management.

- [51.0702\) Hospital and Health Care Facilities Administration/Management.](#)
- [51.0704\) Health Unit Manager/Ward Supervisor.](#)
- [51.0705\) Medical Office Management/Administration.](#)
- [51.0706\) Health Information/Medical Records Administration/Administrator.](#)
- [51.0710\) Medical Office Assistant/Specialist.](#)
- [51.0711\) Medical/Health Management and Clinical Assistant/Specialist.](#)
- [51.0715\) Health/Medical Claims Examiner.](#)
- [51.0718\) Long Term Care Administration/Management.](#)
- [51.0719\) Clinical Research Coordinator.](#)
- [51.0799\) Health and Medical Administrative Services, Other.](#)

52.08) Finance and Financial Management Services.

- **52.0804) Financial Planning and Services.**
- 52.0806) International Finance.
- 52.0807) Investments and Securities.
- 52.0808) Public Finance.
- 52.0809) Credit Management.
- 52.0899) Finance and Financial Management Services, Other.

52.1401) Marketing/Marketing Management, General.

- 52.1402) Marketing Research.
- 52.1403) International Marketing.
- 52.1499) Marketing, Other.

52.04) Business Operations Support and Assistant Services.

- 52.0401) Administrative Assistant and Secretarial Science, General.
- 52.0407) Business/Office Automation/Technology/Data Entry.
- 52.0408) General Office Occupations and Clerical Services.
- 52.0409) Parts, Warehousing, and Inventory Management Operations.
- 52.0411) Customer Service Support/Call Center/Teleservice Operation.

- b. Are any specific career codes (SOC/ONET codes) to be omitted from the CIP codes selected above? (i.e. “Omit 25-10312.00 Engineering Teachers, Postsecondary from CIP code 14.0501 Bioengineering and Biomedical Engineering.”)

13. Area(s) of Interest

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- | | | | |
|-------------------------------------|--|--------------------------|---|
| <input type="checkbox"/> | <u>Architecture & Construction</u> | <input type="checkbox"/> | <u>Health & Wellness</u> |
| <input type="checkbox"/> | <u>Arts</u> | <input type="checkbox"/> | <u>Humanities</u> |
| <input checked="" type="checkbox"/> | <u>Business</u> | <input type="checkbox"/> | <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> | <u>Communications & Media</u> | <input type="checkbox"/> | <u>Law & Justice</u> |
| <input type="checkbox"/> | <u>Computing & Mathematics</u> | <input type="checkbox"/> | <u>STEM</u> |
| <input type="checkbox"/> | <u>Education & Teaching</u> | <input type="checkbox"/> | <u>Science</u> |
| <input type="checkbox"/> | <u>Engineering & Technology</u> | <input type="checkbox"/> | <u>Social and Behavioral Sciences</u> |
| <input type="checkbox"/> | <u>Entrepreneurship</u> | <input type="checkbox"/> | <u>Sustainability</u> |
| <input type="checkbox"/> | <u>Exploratory</u> | | |

B. Select any additional Areas of Interest that apply to this program from the list below.

- | | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | <u>Architecture & Construction</u> | <input type="checkbox"/> | <u>Health & Wellness</u> |
| <input type="checkbox"/> | <u>Arts</u> | <input type="checkbox"/> | <u>Humanities</u> |
| <input type="checkbox"/> | <u>Business</u> | <input type="checkbox"/> | <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> | <u>Communications & Media</u> | <input type="checkbox"/> | <u>Law & Justice</u> |
| <input type="checkbox"/> | <u>Computing & Mathematics</u> | <input type="checkbox"/> | <u>STEM</u> |
| <input type="checkbox"/> | <u>Education & Teaching</u> | <input type="checkbox"/> | <u>Science</u> |
| <input type="checkbox"/> | <u>Engineering & Technology</u> | <input type="checkbox"/> | <u>Social and Behavioral Sciences</u> |
| <input type="checkbox"/> | <u>Entrepreneurship</u> | <input type="checkbox"/> | <u>Sustainability</u> |
| <input type="checkbox"/> | <u>Exploratory</u> | | |

The following fields are to be completed by the Office of the University Provost.

CIP Code: _____

Plan Code: _____

From: Duane Roen
Sent: Sunday, September 06, 2015 7:20 AM
To: Michele Pfund
<Michele.Pfund@asu.edu> **Subject:** RE:
Letter of Support Request

Michele,

The College of Letters and Sciences is pleased to offer TWC 422, Social Media in the Workplace, as a part of the course offerings for the Bachelor of Arts in Business with a concentration in Business Administration. We have the capacity to serve the forecasted number of students and believe they will be a strong addition to the students we currently serve with this course.

Good luck with the degree.

Best,
Duane

Duane Roen
Dean, College of Letters and Sciences Dean,
University College
Arizona State University | Undergraduate Academic Services Building, Room 228 Box
871901 | Tempe, AZ 85287-1901
Voice: 480-727-6513 | Fax: 480-727-6344 | Email: duane.roen@asu.edu

Sent: Thursday, September 10, 2015 9:37 AM
To: Michele Pfund
<Michele.Pfund@asu.edu> **Subject:** Re:
Letter of Support Request

Hi Michele,

The Polytechnic School is supportive of the concentration in business administration and we are happy to have our TMC 320 course included as part of the concentration.

Best,

Ann

--

Ann McKenna, Ph.D.
Professor and Director, The Polytechnic School
Ira A. Fulton Schools of Engineering
Arizona State University
6049 S. Backus Mall
Sutton Hall, 140J
Mesa, AZ 85212
Phone: 480-727-5121
Email: ann.mckenna@asu.edu

From: Marlene Tromp
Sent: Sunday, September 06, 2015 4:45 PM
To: Michele Pfund <Michele.Pfund@asu.edu>
Cc: Louis Mendoza <Louis.G.Mendoza@asu.edu>
Subject: BA in Business, conc in Business Administration

Dear Michele,

The New College of Interdisciplinary Arts and Sciences is pleased to offer PHI 360, Business and Professional Ethics as a part of the course offerings for the Bachelor of Arts in Business with a concentration in Business Administration. We have the capacity to serve the forecasted number of students and believe they will be a strong addition to the students we currently serve with this course.

Sincerely,
Marlene

--

Dr. Marlene Tromp, Vice Provost and Dean
New College of Interdisciplinary Arts and Sciences
4701 W. Thunderbird Rd., Glendale, AZ 85306-4908
P.O. Box 37100, M/C 1251, Phoenix AZ 85069-7100
Arizona State University
Office: 602-543-7000 Fax: 602-543-7070
marlene.tromp@asu.edu newcollege.asu.edu

September 17, 2015

To Whom It May Concern:

The Morrison School of Agribusiness in the W. P. Carey School of Business is happy to support the efforts of the development and delivery of the proposed BA in Business – Business Administration concentration. This new degree concentration was discussed at our recent Morrison School of Agribusiness faculty retreat, and received formal faculty support. The faculty of the Morrison School of Agribusiness understand the importance of building student numbers at the ASU Polytechnic Campus, and the BA in Business – Business Administration concentration has the opportunity to greatly contribute towards this effort. The Morrison School of Agribusiness has agreed to provide and service three courses towards the degree including BUS 434 Risk Management and Insurance (formerly AGB 434 Agribusiness Risk Management and Insurance), BUS 424 Sales and Negotiations (formerly Agribusiness Sales), and BUS 384 Business Operations and Planning (formerly BUA 384 Small Business Operations and Planning), with the latter course being taught (or co-taught) through the W. P. Carey School of Business Supply Chain Management Department. We do not anticipate the need for additional faculty resources to support this effort. However, if additional teaching resources are needed, the Morrison School of Agribusiness is confident that these resources can be easily secured. Furthermore, this new BA concentration is not expected to detract from our core academic mission or the offering of our core degrees in Global Agribusiness and Food Industry Management (BA Business – Global Agribusiness; BA Business – Food Industry Management), but rather has the opportunity to complement and enhance these programs.

Furthermore, as Associate Dean for the W. P. Carey School of Business at ASU Polytechnic, I am excited to support this degree concentration. It has the opportunity to draw students desiring a more general business curriculum to ASU Polytechnic and ASU West alike, adding to the academic vibrancy of the campuses. In addition to traditional first-time freshman, transfer students, as well as those commuter students residing in the East Valley and West Valley respectively, will have an additional avenue for *access* to a W. P. Carey School of Business education. The degree will be a “win-win” for all.

Sincerely,



Mark R. Manfredo
Professor and Director - Morrison School of Agribusiness
Associate Dean - W. P. Carey School of Business
Arizona State University

Memorandum of Verification
September 18, 2015

This is to verify that the Proposal for a Bachelor of Arts in Business with a Concentration in Business Administration has been reviewed by the Chair (Trevis Certo) and the Associate Chair & Undergraduate Program Coordinator (James Moore) for the Department of Management within the W. P. Carey School of Business. We have also discussed this proposal with several of our faculty who may be effected by the proposal (i.e., teaching classes associated with the proposal) and we are in favor of this proposal. We do not see the proposed BA program to either negatively impact the Management Department's core courses, nor to require additional resources from the department.

James Moore

James H. Moore, J.D., Ph.D.
Clinical Associate Professor
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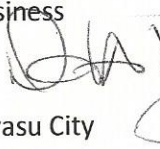
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TO: Michele Pfund, Undergraduate Dean, W. P. Carey School of Business
FROM: John W. Fowler, Department Chair *John W. Fowler*
DATE: September 17, 2015
SUBJECT: Bachelor of Arts in Business with a Concentration in Business Administration

This is to verify that the proposal for a Bachelor of Arts in Business with a Concentration in Business Administration has been reviewed by the faculty of the W. P. Carey Department of Supply Chain Management. In a vote taken electronically September 10-14, 2015, the faculty approved the B.A. in Business with a Concentration in Business Administration without objection (20-0 in favor). The Supply Chain Management Department is confident that any additional resources can be easily secured to teach the courses involved in the new concentration. In addition, the B.A. degree will not negatively impact the Supply Chain Management Department's core course resources to deliver this program to students.

November 17, 2015

TO: W. P. Carey School of Business

FROM: David A. Young, Director 
ASU Colleges at Lake Havasu City

SUBJECT: BA Business (Business Administration)

As the Director of the ASU Colleges at Lake Havasu City, I am pleased to support the creation of the BA in Business through the W. P. Carey School of Business. We look forward to offering this program in Lake Havasu. This concentration will be critical to our efforts to increase enrollments and strengthen program offerings. We anticipate that this will be a high demand program in Lake Havasu.

I understand that we will have the opportunity to work with the W. P. Carey School to create and deliver some of the courses within this concentration. We will work with the Associate Dean of the Undergraduate Program in W. P. Carey to assure that the courses are approved through the Undergraduate Committee and meet the needs of our student population. Additionally, we will be able to provide the resources to support these courses. In some cases, this may involve hiring faculty to teach the courses and we will work with the Senior Associate Dean in W. P. Carey in this regard.

We look forward to working with W. P. Carey on this program.

If you have any questions, please feel free to contact me.