PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@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 Executive Vice President and Provost of the University.

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

Department/Division/School: Undergraduate Program

Proposing Faculty Group (if applicable):

If this is an official joint degree program? No

Existing Degree and Major under which this concentration will be established:

Proposed Concentration Name: Retail Management

What is the first catalog year available for students to select on the undergraduate application for this program? 2014-2015

Delivery method: Online

Note: Once students elect a campus or Online 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 Provost and Philip Regin (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: 

Proposal Contact

Name: Kay Faris
Phone number: 480-965-7587
Title: Senior Associate Dean
Email: Kay.Faris@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Amy Hillman
Signature: 
Date: 6/6/2014

College/School/Division Dean name: 
Signature: 
Date: / / 20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.
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 retail management provides a concentration within the business curriculum focused on knowledge and skills needed for leadership roles in the retail industry. The degree provides the full business core plus a concentration with 18 hours of retail specific coursework. The curriculum has been developed in collaboration with faculty and industry professionals to provide a curriculum responsive to industry needs.

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?

This concentration has been developed at the request of employers in the retail industry. In collaboration with industry employers, the concentration will focus on specific knowledge and skills necessary for leadership in retail organizations. The course work crosses several disciplines including Management, Marketing, Supply Chain Management and Agribusiness. This concentration is one of a number of business concentrations within the Bachelor of Arts suite of focus areas within the W. P. Carey School of Business.

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 four W. P. Carey departments: Management, Supply Chain Management, Morrison School of Agribusiness, and Marketing. Letters of support from each of these units is 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 disciplines outside the W. P. Carey School or on more applied business areas. The Retail Management concentration fits perfectly with this suite of offerings.

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

3. Academic Curriculum and Requirements

A. List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed concentration. Examples of program learning outcomes can be found at (http://www.asu.edu/oue/assessment.html).

Students within the B.A. in Business with a concentration in Retail Management will develop knowledge, competency, and skills in five areas: critical thinking, communication, discipline-specific knowledge, ethical awareness and global awareness. To ensure that students are achieving these skills, an assessment will be performed yearly using direct and indirect measures as described in the table below.
### Educational Skills/Outcomes

<table>
<thead>
<tr>
<th>Skills/Outcomes</th>
<th>Direct Measure</th>
<th>Indirect Measures</th>
<th>Frequency of Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Management</td>
<td>Student project in a required 400 level upper division concentration course</td>
<td>Graduating senior report card</td>
<td>Yearly</td>
</tr>
<tr>
<td>Discipline Specific Knowledge</td>
<td></td>
<td>Alumni Survey</td>
<td></td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Student project in a required 400 level upper division concentration course</td>
<td>Graduating senior report card</td>
<td>Yearly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alumni Survey</td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>Student project in a required 400 level upper division concentration course</td>
<td>Graduating senior report card</td>
<td>Yearly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alumni Survey</td>
<td></td>
</tr>
<tr>
<td>Ethical Awareness</td>
<td>Student performance on selected questions in LES 305 (required course)</td>
<td>Graduating senior report card</td>
<td>Yearly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alumni Survey</td>
<td></td>
</tr>
<tr>
<td>Global Awareness</td>
<td>Student performance on selected questions in required international business (G) course</td>
<td>Graduating senior report card</td>
<td>Yearly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alumni Survey</td>
<td></td>
</tr>
</tbody>
</table>

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 Associate Dean for Academic Affairs who oversees our assessment process for the school.

**B.** 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.
C. 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 ENC 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 Mathematics 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 Introduction to Information Systems (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 Organization and Management 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 Operations

**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 Core Courses for the Degree/Major

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
<th>Is this a new Course?</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
</tbody>
</table>

### Required Concentration Courses

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
<th>Is this a new Course?</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT</td>
<td>411</td>
<td>Leading Organizations</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>SCM</td>
<td>440</td>
<td>Quality Management/Measurement</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>AGB</td>
<td>445</td>
<td>Food Retailing</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>MKT</td>
<td>395</td>
<td>Essentials of Advertising and Marketing Communication</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>SCM</td>
<td>385</td>
<td>Business &amp; Sustainability I</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>MKT</td>
<td>420</td>
<td>Retail Management</td>
<td>No</td>
<td>3</td>
</tr>
</tbody>
</table>

### Elective Concentration Courses

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
<th>Is this a new Course?</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Select one)</td>
<td></td>
</tr>
</tbody>
</table>

### Other Concentration Requirements

*E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable*

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
</table>

### Section sub-total:

Total minimum credit hours required for concentration
D. A minimum residency requirement: How many hours of the concentration must be ASU credit?

12 hours resident credit required in the concentration

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

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

No new courses will be established for this concentration.

4. 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?

<table>
<thead>
<tr>
<th></th>
<th>1st Year</th>
<th>2nd Year (Yr 1 continuing + new entering)</th>
<th>3rd Year (Yr 1 &amp; 2 continuing + new entering)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students (Headcount)</td>
<td>50</td>
<td>100</td>
<td>150</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Area(s) of Specialization as they relate to proposed concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Waldman</td>
<td>Professor</td>
<td>Management Leadership</td>
</tr>
<tr>
<td>Kevin Dooley</td>
<td>Professor</td>
<td>Supply Chain Management/Sustainability</td>
</tr>
<tr>
<td>Rui Yin</td>
<td>Assistant Professor</td>
<td>Supply Chain Management Operations</td>
</tr>
<tr>
<td>Roger Hutt</td>
<td>Associate Professor</td>
<td>Management/Strategic Management</td>
</tr>
<tr>
<td>Richard Nosky</td>
<td>Lecturer, Sr.</td>
<td>Management Leadership</td>
</tr>
<tr>
<td>Antonios Printezis</td>
<td>Assistant Clinical Professor</td>
<td>Service Operations</td>
</tr>
<tr>
<td>Suzanne Peterson</td>
<td>Associate Professor</td>
<td>Leadership</td>
</tr>
<tr>
<td>Arnold Maltz</td>
<td>Associate Professor</td>
<td>Supply Chain Management</td>
</tr>
</tbody>
</table>

5. 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 Provost.
Proposed Concentration Name: Business (Retail Management)

1. Program Description (150 words maximum)

The BA in business with a concentration in retail management provides a business curriculum focused on knowledge and skills needed for leadership roles in the retail industry. The program provides the full business core plus 18 hours of retail-specific coursework. The degree has been developed in collaboration with faculty and industry professionals to provide a curriculum responsive to industry needs.

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: 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
☐ On-campus only (ground courses and/or iCourses) (check campus(es)/locations below)
☒ ASU Online only (all courses online)*
☐ Both on-campus and ASU Online*
*Note: Academic units must obtain prior approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) 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)

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 options. Offered online only, as per above.
5. **Career Opportunities & Concentration(s)**

Provide a brief description of career opportunities available for this degree program with the proposed concentration. The BA in business with a concentration in retail management will prepare students to work in the retail industry. Students will gain knowledge in all business core areas and specific knowledge in retail. Drawing on course work from four areas in the concentration, students will have broad preparation and leadership skills to assume positions of responsibility in the retail industry. Below are several anticipated career opportunities for students completing the BA in business with a concentration in retail management.

<table>
<thead>
<tr>
<th>Job Title/Description</th>
<th>Expected Starting Salary</th>
<th>Expected National Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Managers</td>
<td>53,770</td>
<td>8%</td>
</tr>
<tr>
<td>Operations Specialist</td>
<td>43,500</td>
<td>+9%</td>
</tr>
<tr>
<td>Management Analyst</td>
<td>$43,920</td>
<td>+22%</td>
</tr>
<tr>
<td>Training and Development Managers</td>
<td>41,820</td>
<td>+11%</td>
</tr>
<tr>
<td>Business Manager</td>
<td>$41,740</td>
<td>+11</td>
</tr>
<tr>
<td>Food Service Managers</td>
<td>38,480</td>
<td>+2%</td>
</tr>
<tr>
<td>Purchasing/Buying Manager</td>
<td>$40,852</td>
<td>+7%</td>
</tr>
<tr>
<td>Administrative Services Manager</td>
<td>$46,734</td>
<td>+15%</td>
</tr>
<tr>
<td>Wholesale and Manufacturing Representative</td>
<td>$33,972 + commission</td>
<td>+16%</td>
</tr>
<tr>
<td>General &amp; Operations Management</td>
<td>46,190</td>
<td>+11%</td>
</tr>
</tbody>
</table>

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 School of Letters and Sciences.

Students with more than 45 transfer hours who are not admissible to the School 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.
- Business
- Management
- Retail

8. **Advising Committee Code**
List the existing advising committee code associated with this degree. UGBAON

*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 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 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](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/](http://www.onetonline.org/crosswalk/CIP/).

```
52.0212
52.0201
13-1022.00
41.1011.00
33-9699.02
41-1012.00
13-1199.06
41-4012.00
41-3011.00
11-2022.00
13-1023.00
41-4011.00
11-9199.08
11-3061.00
27-1022.00
```

*New Undergraduate Concentration Proposal*
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.

- [ ] Architecture, Construction & Design
- [ ] Artistic Expression & Performance
- [ ] Biological Sciences, Health & Wellness
- [X] Business, Management & Economics
- [ ] Communication & Media
- [ ] Computing & Mathematics
- [ ] Education & Teaching
- [ ] Engineering & Technology
- [ ] Environmental Issues & Physical Science
- [ ] Interdisciplinary Studies
- [ ] Languages & Cultures
- [ ] Law & Justice
- [ ] Social Science, Policies & Issues

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

- [ ] Architecture, Construction & Design
- [ ] Artistic Expression & Performance
- [ ] Biological Sciences, Health & Wellness
- [ ] Business, Management & Economics
- [ ] Communication & Media
- [ ] Computing & Mathematics
- [ ] Education & Teaching
- [ ] Environmental Issues & Physical Science
- [ ] Engineering & Technology
- [ ] Interdisciplinary Studies
- [ ] Law & Justice
- [ ] Social Science, Policies & Issues
# 2015 - 2016 Major Map
Business (Retail Management), (Proposed)

## Term 1 - A
1 - 7 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 105</td>
<td>Computer Applications and Information Technology (CS)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>MAT 210</td>
<td>Brief Calculus (MA)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>WPC 101</td>
<td>Student Success in Business</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 7

## Term 1 - B
8 - 13 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT 211</td>
<td>Mathematics for Business Analysis</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>
| ENG 101 or ENG 102 | First-Year Composition OR | 3 | C | \begin{itemize}
  \item An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses.
  \item ASU Math Placement Exam score determines placement in Mathematics course.
  \item ASU 101 or College specific equivalent First Year Seminar required of all freshman students. W. P. Carey students take WPC 101 to fulfill this requirement.
\end{itemize} |

Term hours subtotal: 6

## Term 2 - A
14 - 20 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECN 211</td>
<td>Macroeconomic Principles (SB) OR</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ECN 212</td>
<td>Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Natural Science - Quantitative (SQ)</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 7

## Term 2 - B
21 - 29 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 100</td>
<td>Introduction to Human Communication (SB) OR</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 225</td>
<td>Public Speaking (L) OR</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 233</td>
<td>Small Group Communication (SB) OR</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 259</td>
<td>Communication In Business and the Professions</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| ENG 101 or ENG 102 | First-Year Composition OR | 3 | C | \begin{itemize}
  \item An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses.
  \item ASU Math Placement Exam score determines placement in Mathematics course.
  \item ASU 101 or College specific equivalent First Year Seminar required of all freshman students. W. P. Carey students take WPC 101 to fulfill this requirement.
\end{itemize} |
| ENG 105     | Advanced First-Year Composition OR                | 3     |               |                                                                      |
| ENG 107 or ENG 108 | First-Year Composition | 3 | C | \begin{itemize}
  \item An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses.
  \item ASU Math Placement Exam score determines placement in Mathematics course.
  \item ASU 101 or College specific equivalent First Year Seminar required of all freshman students. W. P. Carey students take WPC 101 to fulfill this requirement.
\end{itemize} |
| SOC course (SB) | 3 | | |
| Complete ENG 101 OR ENG 105 OR ENG 107 course(s). | 9 | | |

Term hours subtotal: 9

## Term 3 - A
30 - 35 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 231</td>
<td>Uses of Accounting Information I</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ECN 211</td>
<td>Macroeconomic Principles (SB) OR</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ECN 212</td>
<td>Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

## Term 3 - B
36 - 44 Credit Hours
Critical course signified by •

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>EON 221</td>
<td>Business Statistics (CS)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Historical Awareness (H)</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSY course (SB)</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Complete Mathematics (MA) requirement.
<table>
<thead>
<tr>
<th>Term</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Term 4 - A</strong></td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACC 241: Principles of Accounting</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 4 - B</strong></td>
<td>60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities, Arts and Design (18)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural Science - Quantitative (SIG) OR Natural Science - General (SIG)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 5 - A</strong></td>
<td>64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 302: Marketing and Business Performance</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>WPC 301: Business Forum</td>
<td>1</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 5 - B</strong></td>
<td>73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCM 305: Business Law and Ethics for Managers</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ENG 307: Writing I (L) OR ENG 309: Writing for the Professions (L)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 6 - A</strong></td>
<td>82</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCM 440: Quality Management/Measurement</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>MKT 356: Essentials of Services Marketing</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division General Education Elective AND Cultural Diversity in the U.S. (C)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 6 - B</strong></td>
<td>91</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 306: Organization and Leadership</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division International Business Course MID Global Awareness (G)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>General Education Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 7 - A</strong></td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIN 340: Fundamentals of Finance</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>SOM 385: Business &amp; Sustainability I</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term 7 - B</strong></td>
<td>106</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 411: Leading Organizations</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division Humanities, Arts and Design (18)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term hours subtotal: 6</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Term 8 - A

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGB 445</td>
<td>Food Retailing</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Term hours subtotal:** 8

### Term 8 - B

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 420</td>
<td>Retail Management</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division General Education Elective</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Term hours subtotal:** 6

- Cannot share Upper Division International Business Elective with concentration course requirements.

- W.P. Carey School of Business students may not use courses with the following prefixes to satisfy General Education course requirements: ACC, AGB, BUA, BUS, CJS, CIS, COB, ECO, EDM, EN, FR, GLB, HAS, HRM, BIS, ISM, LES, MGT, MKT, OPM, PGM, QBA, REA, SOM, WPC.

- Courses that qualify as meeting the General Education course requirements can be any non-business university General Studies course (C, CS, G, H, HS, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.

**International Business Course Options:**

- MGT 302: Principles of International Business (G)
- MKT 425: Global Marketing Management (G)
- SCM 463: Global Supply Chain Management (G)

**General Education Electives:**

- AGB 101: Elementary Arabic I
- AGB 102: Elementary Arabic II
- BCL 300: Natural History of Arizona (SG)
- BCL 320: Fundamentals of Ecology
- CHI 101: First-Year Chinese I (G)
- CHI 102: First-Year Chinese II (G)
- CHI 205: Chinese Calligraphy
- COM 207: Introduction to Communication Inquiry
- COM 259: Communication in Business and the Professions
- COM 281: Communication Activities
- COM 310: Relational Communication
- COM 312: Communication, Conflict, and Negotiation
- COM 317: Nonverbal Communication
- COM 341: Social Contexts for Performance
- COM 414: Crisis Communication
- COM 422: Advanced Argumentation (L)
- COM 430: Leadership in Group Communication
- COM 451: Communication Training and Development
- COM 465: Intercultural Communication Workshop
- ENG 210: Introduction to Creative Writing
- ENG 213: Introduction to the Study of Language
- ENG 310: Intermediate Creative Writing
- ENG 314: Modern Grammar
- ENG 345: Selected Authors or Issues
- FAS 301: Introduction to Parenting
- FAS 101: Elementary French (G)
- FAS 102: Elementary French (G)
- FAS 111: Fundamentals of French
- FAS 472: Franco-Canadian Civilization

**General Education Electives Continued:**

- LAT 101: Elementary Latin
- LAT 102: Elementary Latin
- MKT 101: Elementary Macedonian
- MKT 102: Elementary Macedonian
- MAT 117: College Algebra (MA)
- MAT 242: Elementary Linear Algebra
- MAT 243: Discrete Mathematical Structures
- MAT 310: Introduction to Geometry
- MAT 342: Linear Algebra
- MAT 362: Advanced Mathematics for Engineers and Scientists
- MAT 370: Intermediate Calculus
- MAT 371: Advanced Calculus I
- MAT 372: Advanced Calculus II
- MAT 410: Introduction to General Topology
- MAT 415: Introduction to Combinatorics
- MAT 416: Introduction to Graph Theory
- MAT 442: Advanced Linear Algebra
- MAT 443: Introduction to Abstract Algebra
- MAT 444: Intermediate Abstract Algebra
- MAT 445: Theory of Numbers
- MAT 460: Vector Calculus
- MAT 461: Applied Complex Analysis
- MAT 462: Applied Partial Differential Equations
- MAT 472: Intermediate Real Analysis I
- MAT 475: Differential Equations
- MAT 485: History of Mathematics
- POR 101: Elementary Portuguese
- ROM 101: Elementary Romanian
- ROM 201: Intermediate Romanian
- ROM 313: Romanian Composition and Conversation
- ROM 314: Romanian Composition and Conversation

https://webapp4.asu.edu/programs/t5/roadmaps/ASU00/DUBFTKX/null/ONLINE/2015 7/30/2014
Notes:

- Total UD Hours: 51 Upper Division Hours Required for all W. P. Carey School of Business degree programs.
- Transfer UD Business Course Hours: 9 Hours Maximum.
- Community College Business Hours: 30 Hours Maximum.
- Minimum 2.0 W. P. Carey School BusinessCourses GPA

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:
- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SO)
- Natural Science - General (SG)

General Studies Awareness Requirements:
- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)
- First-Year Composition

General Studies designations listed on the major map are current for the 2015 - 2016 academic year.

© 2007 Arizona State University
Memorandum

TO: Kay Faris, Associate Dean
    W. P. Carey School of Business Undergraduate Programs

From: Beth Walker, Department Chair
       AT&T Professor of Services Marketing & Management

Date: April 29, 2014

Subject: Retail Management Concentration

Dear Kay,

This is a memorandum to express my support for the new concentration in Retail Management. We have the resources and faculty interest to participate in the development and delivery of this concentration.

Sincerely,

Beth A. Walker
Department Chair
AT&T Professor of Services Marketing & Management
TO: Kay Faris, Associate Dean, W. P. Carey School of Business  
FROM: John W. Fowler, Department Chair  
DATE: May 7, 2014  
SUBJECT: BA in Retail Management

The purpose of this memo is to express the support of the Supply Chain Management for the proposed BA in Retail Management. We will provide faculty resources for the following courses:

SCM 300 Global Supply Operations  
SCM 385 Business & Sustainability I  
SCM 440 Quality Management/Measurement.

We are also willing to provide faculty resources for the following course (if desired):

SCM 463 Global Supply Chain Management.

Please let me know if you need any additional information.
May 7, 2014

Dear Dr. Faris,

I am excited to provide the support of the Morrison School of Agribusiness to the Retail Management degree (B.A. in Business Administration with Concentration in Retail Management) proposed by the W. P. Carey School of Business. It is the intention of the Morrison School to service the AGB 445 (Food Retailing) course which will be part of the major. This course is already developed and has been deployed through ASU Online as part of the B.A. in Business Administration with Concentration in Food Industry Management (FIM).

The Morrison School also offers other courses for the BA in FIM that may be of interest as free electives to students in the Retail Management degree program including AGB 435 (Commodity Futures and Options Markets), AGB 481 (Microeconomic Analysis of Food Markets), AGB 456 (Food Product Innovation and Development), AGB 425 (Food Supply Networks), AGB 420 (Food Advertising and Promotion), and AGB 294 (Economics of Resource Allocation). Each of these courses are built and deployed in support of the BA in FIM via ASU Online.

The Morrison School is also prepared to support any additional courses to support this new B.A. concentration as needed.

If you have any questions, please feel free to contact me at manfredo@asu.edu or at 480.727.1040

Sincerely,

Mark R. Manfredo,
Professor and Director
Morrison School of Agribusiness
Associate Dean – W. P. Carey School of Business at ASU Polytechnic
Arizona State University
Kay,

The management faculty support the Retail Management Concentration and are ready to staff the MGT 411 Leadership course for this program.

Best,

Gerry Keim, Professor and Chair, Management Department  W. P. Carey School of Business, Arizona State University  Tempe, AZ 85287-4006

480-965-2832