

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

If "Yes" List all the additional college(s)/school(s)/institute(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: B.S. Business

Proposed Concentration Name: Retail Management

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

Delivery method: Online

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 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: _____

Proposal Contact

Name: Kay Faris **Title:** Senior Associate Dean
Phone number: 480-965-7587 **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: Amy Hillman **Date:** 6/6/2014

College/School/Division Dean name:
(if more than one college involved)

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	Direct Measure	Indirect Measures	Frequency of Measurement
Retail Management 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 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 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				
Prefix	Number	Title	Is this a new Course?	Credit Hours
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
<i>Section sub-total:</i>				
Required Concentration Courses				
Prefix	Number	Title	Is this a new Course?	Credit Hours
MGT	411	Leading Organizations	No	3
SCM	440	Quality Management/Measurement	No	3
AGB	445	Food Retailing	No	3
MKT	395	Essentials of Advertising and Marketing Communication	No	3
SCM	385	Business & Sustainability I	No	3
MKT	420	Retail Management	No	3
<i>Section sub-total:</i>				18
Elective Concentration Courses				
Prefix	Number	Title	Is this a new Course?	Credit Hours
			(Select one)	
			(Select one)	
			(Select one)	
<i>Section sub-total:</i>				
Other Concentration Requirements				Credit Hours
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
<i>Section subtotal:</i>				
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?

	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	50	100	150

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
David Waldman	Professor	Management Leadership
Kevin Dooley	Professor	Supply Chain Management/Sustainability
Rui Yin	Assistant Professor	Supply Chain Management Operations
Roger Hutt	Associate Professor	Management/Strategic Management
Richard Nosky	Lecturer, Sr.	Management Leadership
Antonios Printezis	Assistant Clinical Professor	Service Operations
Suzanne Peterson	Associate Professor	Leadership
Arnold Maltz	Associate Professor	Supply Chain Management

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.

**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 (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.

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

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> 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/>.

- 52.0212
-
- 52.0201
-
- 13-1022.00
-
- 41.1011.00
-
- 33-9099.02
-
- 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
-

-
11-1021.00
-
11-3011.00
-
11-9141.00
-
13-1023.00
-
13-2072.00
-
41.9021.00
-
43-1011.00
-
13-1022.00
-

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"/> Architecture, Construction & Design | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input checked="" type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> Languages & Cultures |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |

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

- | | |
|---|--|
| <input type="checkbox"/> Architecture, Construction & Design | <input type="checkbox"/> Environmental Issues & Physical Science |
| <input type="checkbox"/> Artistic Expression & Performance | <input type="checkbox"/> Engineering & Technology |
| <input type="checkbox"/> Biological Sciences, Health & Wellness | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Business, Management & Economics | <input type="checkbox"/> |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |



**2015 - 2016 Major Map
Business (Retail Management), (Proposed)**

Term 1 - A 1 - 7 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses. ASU Math Placement Exam score determines placement in Mathematics course. 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.
MAT 210: Brief Calculus (MA)	3	C	
WPC 101: Student Success in Business	1		
Term hours subtotal:	7		
Term 1 - B 8 - 13 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
MAT 211: Mathematics for Business Analysis	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Term hours subtotal:	6		
Term 2 - A 14 - 20 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	7		
Term 2 - B 21 - 29 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
SOC course (SB)	3		
Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	9		
Term 3 - A 30 - 35 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
Term hours subtotal:	6		
Term 3 - B 36 - 44 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
ECN 221: Business Statistics (CS)	3	C	
Historical Awareness (H)	3		
PSY course (SB)	3		
Complete Mathematics (MA) requirement.			

	Term hours subtotal:	9		
Term 4 - A	45 - 53 Credit Hours Critical course signified by	Hours	Minimum Grade	Notes
	ACC 241: Uses of Accounting Information II	3	C	
	Literacy and Critical Inquiry (L)	3		
	Elective	3		
	Term hours subtotal:	9		
Term 4 - B	54 - 60 Credit Hours	Hours	Minimum Grade	Notes
	Humanities, Arts and Design (HU)	3		
	Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
	Term hours subtotal:	7		
Term 5 - A	61 - 64 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	MKT 300: Marketing and Business Performance	3	C	
	WPC 301: Business Forum	1	C	
	Term hours subtotal:	4		
Term 5 - B	65 - 73 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	SCM 300: Global Supply Operations	3	C	
	LES 305: Business Law and Ethics for Managers	3	C	
	ENG 302: Business Writing (L) OR ENG 301: Writing for the Professions (L)	3		
	Term hours subtotal:	9		
Term 6 - A	74 - 82 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	SCM 440: Quality Management/Measurement	3	C	
	MKT 396: Essentials of Services Marketing	3	C	
	Upper Division General Education Elective AND Cultural Diversity in the U.S. (C)	3		
	Term hours subtotal:	9		
Term 6 - B	83 - 91 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	MGT 300: Organization and Management Leadership	3	C	
	Upper Division International Business Course AND Global Awareness (G)	3	C	
	General Education Elective	3		
	Term hours subtotal:	9		
Term 7 - A	92 - 100 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	FIN 300: Fundamentals of Finance	3	C	
	SCM 385: Business & Sustainability I	3	C	
	Elective	3		
	Term hours subtotal:	9		
Term 7 - B	101 - 106 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
	MGT 411: Leading Organizations	3	C	
	Upper Division Humanities, Arts and Design (HU)	3		
	Term hours subtotal:	6		

Term 8 - A 107 - 114 Credit Hours Necessary course
signified by

	Hours	Minimum Grade	Notes
AGB 445: Food Retailing	3	C	
Upper Division Elective	2		
Elective	3		
Term hours subtotal:	8		

Term 8 - B 115 - 120 Credit Hours Necessary course
signified by

	Hours	Minimum Grade	Notes
MKT 420: Retail Management	3	C	
Upper Division General Education Elective	3		
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, CIS, COB, ECN, FIN, GLB, HAS, HRM, IBS, ISM, LES, MGT, MKT, OPM, PGM, QBA, REA, SCM, WPC.
 - Courses that qualify as meeting the General Education course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, 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;
Select 1 course (3 credit hours)

MGT 302: Principles of International Business (G)

MKT 425: Global Marketing Management (G)

SCM 463: Global Supply Chain Management (G)

General Education Electives

ARB 101: Elementary Arabic I

ARB 102: Elementary Arabic II

BIO 300: Natural History of Arizona (SG)

BIO 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 453: 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

FRE 101: Elementary French (G)

FRE 102: Elementary French (G)

FRE 111: Fundamentals of French

FRE 472: Franco-Canadian Civilization

General Education Electives Continued

LAT 101: Elementary Latin

LAT 102: Elementary Latin

MAK 101: Elementary Macedonian

MAK 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

GCU 433: Geography of Southeast Asia	Conversation
GER 101: Elementary German	RUS 101: Elementary Russian
GER 102: Elementary German	RUS 102: Elementary Russian
GER 111: Fundamentals of German	SHS 101: American Sign Language I
GRK 101: Elementary Ancient Greek	SHS 102: American Sign Language II
GRK 201: Intermediate Ancient Greek	SHS 201: American Sign Language III
HEB 101: Elementary Modern Hebrew (G)	SHS 202: American Sign Language IV
HEB 102: Elementary Modern Hebrew (G)	SPA 101: Elementary Spanish
HEB 313: Advanced Modern Hebrew (G)	SPA 102: Elementary Spanish
HEB 314: Advanced Modern Hebrew (G)	SPA 111: Fundamentals of Spanish
HST 389: Japan Society and Values/Premod	SPA 315: Spanish Conversation and Composition for Bilinguals
IDN 101: Elementary Indonesian I	SPA 316: Spanish Conversation and Composition for Bilinguals
IDN 102: Elementary Indonesian II	SPA 429: Mexican Literature ((L or HU) & G)
ITA 101: Elementary Italian I (G)	SPA 434: Drama of the Golden Age
ITA 102: Elementary Italian II (G)	SPA 435: Cervantes-Don Quijote ((L or HU) & H)
JPN 101: First-Year Japanese I (G)	SPA 454: 19th-Century Spanish American Narrative
JPN 102: First-Year Japanese II (G)	SPA 456: 20th-Century Spanish American Fiction
JPN 206: Japanese Calligraphy	SPA 486: Mexican American Novel
JPN 414: Introduction to Classical Japanese	SPA 487: Mexican American Drama
KOR 101: First-Year Korean I	THA 101: Elementary Thai I
KOR 102: First-Year Korean II	THA 102: Elementary Thai II
	VTN 101: Elementary Vietnamese I (G)
	VTN 102: Elementary Vietnamese II (G)

Notes:

- o Total UD Hours: 51 Upper Division Hours Required for all W. P. Carey School of Business degree programs.
- o Transfer UD Business Course Hours: 9 Hours Maximum.
- o Community College Business Hours: 30 Hours Maximum.
- o Minimum 2.0 W. P. Carey School Business Courses 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 Studies designations listed on the major map are current for the 2015 - 2016 academic year.

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 (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

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

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

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 *John W. Fowler*
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

Daniel Eckstrom

To: Kay Faris
Subject: RE: Retail management

From: Gerry Keim
Sent: Sunday, May 04, 2014 9:50 AM
To: Kay Faris
Subject: RE: Retail management

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