

The completed and signed proposal should be submitted by the Dean's Office to: [curriculumplanning@asu.edu](mailto: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:**

**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:** BA Business

**Proposed Concentration Name:** Chinese Language and Culture

**What is the first catalog year available for students to select on the undergraduate application for this program?** 2015-2016

**Delivery method:** On Campus

*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 J. 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.*

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**College/School/Institute:** W. P. Carey School of Business

**Department/Division/School:** Undergraduate Programs

**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:** BA Business

**Proposed Concentration Name:** Chinese Language and Culture

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**Campus/Locations:** indicate all locations where this program will be offered.

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**Signature** \_\_\_\_\_ **Date:** \_\_\_\_ / \_\_\_\_ /20\_\_\_\_

**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 W. P. Carey School of Business proposes a concentration in Chinese Language and Culture within the BA in Business degree. The mission of this program is to create global business professionals who can function culturally and linguistically in the business environment both in China and domestically. As China becomes an increasingly important participant in the global economy, and as the manufacturing and financial sectors become more globalized, the need for business professionals skilled in communicating with Chinese is growing. This program will prepare participants to function professionally in Chinese within diverse business fields.

The focus of the program is the close relationship with the Chinese Language Flagship at ASU. The Language Flagship is a national initiative to change the way Americans learn languages through a groundbreaking approach to language education for students from kindergarten through college. Through a network of 26 Flagship Programs at 22 institutions of higher education across the U.S., the Language Flagship graduates students who will take their place among the next generation of global professionals, commanding a superior level of proficiency in languages critical to U.S. national security and economic competitiveness.

This partnership between W. P. Carey and the Chinese Flagship will train the next generation of global professionals in the United States. Students are drawn from all regions of the nation to attend the Flagship schools. W. P. Carey Chinese, Language and Culture students will achieve professional-level language proficiency in Mandarin by advancing through four years of Chinese courses complemented by cultural survey coursework. Students will learn the linguistic dimensions of grammar, the paralinguistic components of tone and speed, the extralinguistic knowledge of non-verbal communication, and the sociolinguistic components which allow for a range of communicative behaviors in different social situations. As students come to an understanding of each of these components and how they are related, they truly learn to communicate globally. These advanced cultural skills, combined with experience living and working abroad prepares students for careers in federal government, global business, nongovernmental organizations, and other fields.

The capstone semester will bring business education and linguistic training together, as students attend one of the Flagship hubs in China that are located in top Chinese universities. Students study their final language classes in tandem with coursework taught in Chinese by Chinese professors. These are regular Chinese university courses that Chinese students must take for their business core classes. These complementary courses can vary in subject matter from economics to international trade. The capstone experience in China gives students a deep understanding of the Chinese mindset, as they form life-long relationships with Chinese citizens. Those students not desiring to participate in the Nanjing University semester abroad capstone can complete their Chinese Language and Culture concentration at ASU and take MGT 404 as their capstone course. These students will not receive the Flagship designation on their transcripts, but they will still graduate with superior proficiency in Mandarin Chinese.

The large population of Chinese international students at W. P. Carey presents a particularly favorable situation both for the engagement of international students and the training in global education for domestic students on the Tempe, Arizona campus. Many research studies have suggested that the most effective way of globalizing campuses is to utilize the human resources already available at the home campus. In this way, Chinese students will connect with more domestic students in deeper ways, and vice versa.

This concentration provides students with fundamental business skills, linguistic training, critical thinking and the intercultural competencies required to work in the increasingly globalized world markets now relying on trade and commerce with China. Students who successfully complete this program will be equipped to play a key role in companies and organizations seeking out new markets, or dealing with international interests in the U.S. Graduates will be suited to the demands of small business enterprises as well as multinational concerns. There are currently demands for Mandarin-speaking business professionals in the hotel and tourism industry, consulting, banking and finance, international trade, sports management, and media fields. Creating a new concentration with an emphasis on Chinese language and culture is important for the visibility and competitiveness of ASU and the W. P. Carey School of Business. It complements our existing programs and creates interdisciplinary relationships with the School of International Letters and Cultures and the Hugh Downs School of Communication. This position of leadership in creating alliances on our Tempe campus is needed to help shape the careers of graduates with the skills and capabilities required by employers.

- 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?

China is a complex environment that requires deep understanding of regional, political, and cultural nuances. This cannot be done through a few trips to large urban areas. Relationships with the Chinese must be developed on the ground to be successful. This involves developing employees who are cross-culturally competent and understand the role of culture in management and organizational dynamics. "Guanxi," or relationships, must be established at the local level with Chinese who can only develop successful business relationships with those they know and trust.

It is universally recognized that learning another language and culture is a great advantage to corporate success. Only through communication in the host country's language can deep relationships be forged. Mandarin Chinese is spoken by 1.4 billion people, making it the world's most widely spoken language. It is the official language of the People's Republic of China, Taiwan, Hong Kong, Macau, and Singapore. Mandarin Chinese is also quickly becoming the most studied language after English in Latin America, as the Chinese engage in more commercial and cultural collaborations with the Western Hemisphere.

As the home to the world's fastest growing economy, and the United States' largest trading partner, China undoubtedly is playing a role in the hiring decisions of corporations worldwide. The growing demand for business professionals who are globally competent is well documented. According to an article in U.S. News and World Report, "the benefits of effective communication across multiple languages have long been known by the international business community as an indispensable tool for relationship building and financial success." Many professionals credit their global communication ability as the key to their success in China. Ryan McMunn, cited in the same article, says "I never would have been successful in China had I not learned how to speak Mandarin. By learning a second language, I had an opportunity to develop relationships with Chinese executives and conduct business in ways that otherwise would not have been possible." Business students are often advised to study Mandarin. Hal Johnson, a senior adviser and former chairman of global human resources at Korn Ferry, frequently counsels business school students and corporate executives about ways to stay on top of their careers. He frequently urges job seekers to learn Mandarin "as soon as they can, if they want to get a leg up on their competition and accelerate their futures."

The BA in Business (Chinese Language and Culture) will strengthen ASU's standing as a top-ranked business school that competes with other educational leaders in global education. Because the China Programs at ASU have already created deep relationships in China with leading Chinese educational institutions, W. P. Carey is well positioned to take a dominant role in the preparation of future global business leaders. The global trends of increased workforce immigration and mobility have resulted in a broad agreement of practitioners and academics who consider that cross-cultural competence and linguistic skills are not just desirable, but quite necessary. This necessity is reflected in the Association to Advance Collegiate Schools of Business' (AACSB) accreditation process.

"Why you should learn another language," U.S. News and World Report, January 29, 2014.

## 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.

See attached

- 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.)

Administrators in the School of International Letters and Cultures are aware of this degree and support it.

- 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>).

All W. P. Carey Undergraduate students develop knowledge and competency in five areas: critical thinking, communication, discipline-specific knowledge, global understanding and ethical reasoning. Global understanding and ethical reasoning are measured in an international business course and LES 305 Legal, Ethical and Regulatory Issues in Business required of all W. P. Carey students.

Critical thinking, communication, and discipline-specific knowledge will be measured in a required course for students in this degree, MGT 404 Chinese Language and Global Business Communication. The discipline-specific skills mastered in Mandarin Chinese will develop a superior-level Mandarin proficiency needed for professional work in a global context. This accelerated language training will continue through a fourth-year level. Language learning is integrally connected with cultural and professional knowledge. The business core will complement the students' language and cultural skills. The cultural content will take advantage of ASU's faculty expertise in Chinese culture from politics and history to religious studies. The pairing of language and cultural course work emphasizes interpretation, analysis, and presentation of Chinese cultural concepts and events from a global perspective.

- 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.

Total hours 113. Some core/required and general education courses may overlap.

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)  
CHI 101 First Year Chinese I (5)  
CHI 102 First Year Chinese II (5)  
CHI 120 Intro to Chinese Culture (3)  
CHI 201 Second-Year Chinese I (5)  
CHI 202 Second-Year Chinese II (5)  
CHI 301 Third-Year Chinese I (5)  
CHI 302 Third-Year Chinese II (5)  
CHI 307 Introduction to Literary Chinese I (3)  
CHI 333 China (3)  
CHI 336 or HST 386 Interpreting China's Classics (3)  
CHI 401 Fourth-Year Chinese I (3)  
CHI 402 Fourth-Year Chinese II (3)  
CHI 407 Chinese for Academic and Professional Purposes I (3)  
CHI 408 Chinese for Academic and Professional Purposes II (3)  
CHI 451 Chinese Cultural History I (3)  
Chinese Capstone (6)  
CIS 105 Computer Application and Information Technology (3) OR CIS 236 Honors Introduction to Information Systems (3)  
COM 263 Elements of Intercultural Communication (3)  
ECN 211 Macroeconomic Principles (3)  
ECN 212 Microeconomic Principles (3)  
ECN 221 Business Statistics (3)  
FIN 300 Fundamentals of Finance (3) OR FIN 302 Managerial Finance (3) OR FIN 303 Honors Finance (3)  
Lab Science (SQ) (4)  
Lab Science (SQ or SG) (4)

LES 305 Business Law and Ethics for Managers (3)  
MAT 210 Brief Calculus (3)  
MAT 211 Mathematics for Business Analysis (3)  
MGT 300 Organization and Management Leadership (3) OR MGT 303 Honors Organizational Strategies, Leadership and Behavior (3)  
MGT 404 Chinese Language and Global Business Communication (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 (3)  
WPC 301 Business Forum (1)

**International Business (6 hours) from the following list:**

AGB 302 International Management and Agribusiness (3) OR  
MGT 302 Principles of International Business (3)  
ECN 306 Survey International Economics (3)  
FIN 456 International Financial Management (3)  
MGT 400 Cross-Cultural Management (3)  
OR MGT 459 International Management (3)  
MKT 425 Global Marketing Management (3)  
SCM 463 Global Supply Chain Management (3)

<b>Required Core Courses for the Degree/Major</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
<i>Section sub-total:</i>				
<b>Required Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
<i>Section sub-total:</i>				
<b>Elective Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
			(Select one)	
<i>Section sub-total:</i>				
<b>Other Concentration Requirements</b>				<b>Credit Hours</b>
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
<i>Section subtotal:</i>				
<b>Total minimum credit hours required for concentration</b>				

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

12 Hours

**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.

One new course is being developed, MGT 404. The course will be submitted through changemaker.

**4. Administration and Resources**

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

The degree will be administered by the Undergraduate Programs Office in the W. P. Carey School of Business.

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

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (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.

Current resources should be sufficient for this program. The W. P. Carey School will monitor this and apply resources as necessary.



**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.

<b>Name</b>	<b>Title</b>	<b>Area(s) of Specialization as they relate to proposed concentration</b>
Miles Campos	Coordinator	Chinese
Dr. Stephen Bokenkamp	Professor	Chinese
Dr. Huaiyu Chen	Assistant Professor	Chinese
Dr. Joe Cutter	School Director and Professor	Chinese
Dr. Lin Deng	Faculty Associate PRN	Chinese
Dr. Xiaoqiao Ling	Assistant Professor	Chinese
Dr. Young Oh	Associate Professor	Chinese
Dr. Ryan Robbins	Lecturer	Chinese
Dr. Madeline Spring	Professor	Chinese
Dr. Xiaojing Sun	Visiting Assistant Profesor	Chinese
Dr. Hoyt Tillman	Professor	Chinese History
Dr. Pei-Ching Wang	Lecturer	Chinese
Dr. Stephen West	Professor	Chinese
Dr. Xia Zhang	Lecturer, Sr	Chinese
Dr. Jie Zhu	Lecturer	Chinese
Dr. Yu Zou	Assistant Professor	Chinese

**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](http://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 (Chinese Language and Culture), BA

**1. Program Description (150 words maximum)**

The mission of the concentration in Chinese language and culture within the BA in business degree is to create global business professionals who can function culturally and linguistically in the business environment in China and domestically. As China becomes an increasingly important participant in the global economy and as the manufacturing and financial sectors become more globalized, the need for business professionals skilled in communicating in the Chinese language is growing. Through a network of 26 flagship programs at 22 institutions of higher education across the U.S., the language flagship graduates students who will take their place among the next generation of global professionals, commanding a superior level of proficiency in languages critical to U.S. national security and economic competitiveness. This program will prepare participants to function professionally in Chinese within diverse business fields.

**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: <http://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 option.

**5. Career Opportunities & Concentration(s)**

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

This degree provides students with fundamental business skills, linguistic training, critical thinking and the intercultural competencies required to work in the increasingly globalized world markets that now rely on trade and commerce with China. Students who successfully complete this program will be equipped to play a key role in companies and organizations seeking out new markets or dealing with international interests in the U.S. Graduates will be suited to the demands of small business enterprises as well as multinational companies. Currently there are demands for Mandarin-speaking business professionals in the hotel and tourism industry, consulting, banking and finance, international trade, sports management, and media fields.

**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	Chinese
Management	Culture

**8. Advising Committee Code**

List the existing advising committee code associated with this degree. UGBATC

*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**

- 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/>.

- 11-1021.00

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- 11-3061.00

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- 11-3071.01

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- 11-3071.02

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- 11-9199.04

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- 13-1081.00

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- 13-1081.02

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- 19-3099.01

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- 11-2011.00

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- 11-2021.00

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- 13-1199.03

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- 43-5011.01

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- 43-5011.00

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- 11-2022.00

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- 11-3071.02

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- 13-1199.00

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- 11-3071.03

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- 13-1021.00

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- 13-1022.00

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- 41-4012.00

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- 33-3021.05

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- 13-1041.07

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- 15-1199.12

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- 27-3091.00

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- 43-9031.00

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- 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             | <input type="checkbox"/> Health & Wellness              |
| <input type="checkbox"/> Arts                                    | <input type="checkbox"/> Humanities                     |
| <input checked="" type="checkbox"/> Business                     | <input type="checkbox"/> Interdisciplinary Studies      |
| <input type="checkbox"/> Communication & Media                   | <input type="checkbox"/> Law & Justice                  |
| <input type="checkbox"/> Computing & Mathematics                 | <input type="checkbox"/> Psychology                     |
| <input type="checkbox"/> Education & Teaching                    | <input type="checkbox"/> STEM                           |
| <input type="checkbox"/> Engineering & Technology                | <input type="checkbox"/> Science                        |
| <input type="checkbox"/> Environmental Issues & Physical Science | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Exploratory                             | <input type="checkbox"/> Sustainability                 |






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

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

**2015 - 2016 Major Map  
Business (Chinese Language and Culture), (Proposed)**

GNJAALC

<b>Term 1</b> 0 - 15 Credit Hours <b>Critical course signified by</b> 	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
 CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses</li> <li>• ASU Math Placement Exam score determines placement in Mathematics course</li> <li>• ASU 101 or College specific equivalent First Year Seminar required of all freshman students. Business students complete WPC 101 to fulfill this requirement. See academic advisor for appropriate Student Success course requirement if not a first-time freshman.</li> <li>• <b>ASU Language Placement:</b> Only true beginners are eligible for 101-level courses. All other students are required to take a placement exam, regardless of prior credit earned.</li> <li>• Learn about the <b>Chinese Language Flagship Program.</b></li> </ul>
MAT 210: Brief Calculus (MA)	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	
CHI 201: Second-Year Chinese I (G)	5	C	
WPC 101: Student Success in Business	1		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15		

<b>Term 2</b> 16 - 29 Credit Hours <b>Critical course signified by</b> 	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
 ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
 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	
CHI 202: Second-Year Chinese II (G)	5	C	
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	14		

<b>Term 3</b> 30 - 44 Credit Hours <b>Critical course signified by</b> 	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
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❖ ACC 231: Uses of Accounting Information I	3	C
❖ ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C
CHI 301: Third-Year Chinese I (G)	5	C
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4	
❖ Minimum 2.00 GPA ASU Cumulative.		
Complete Mathematics (MA) requirement.		
Term hours subtotal:	15	

<b>Term 4</b> 45 - 59 Credit Hours <b>Critical course signified by</b> ❖	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
❖ ACC 241: Uses of Accounting Information II	3	C	
❖ ECN 221: Business Statistics (CS)	3	C	
CHI 120: Introduction to Chinese Culture (L or HU)	3		
CHI 302: Third-Year Chinese II (G)	5	C	
WPC 301: Business Forum	1	C	
❖ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15		

<b>Term 5</b> 60 - 74 Credit Hours <b>Necessary course signified by</b> ★	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
★ MGT 300: Organization and Management Leadership	3	C	
CHI 307: Introduction to Literary Chinese I (HU)	3		
CHI 401: Fourth-Year Chinese I (G)	3	C	
COM 263: Elements of Intercultural Communication (SB & C & G)	3		
SCM 300: Global Supply Operations	3	C	
Term hours subtotal:	15		

<b>Term 6</b> 75 - 90 Credit Hours <b>Necessary course signified by</b> ★	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
★ MKT 300: Marketing and Business Performance	3	C	
CHI 333: China (SB & H)	3		
CHI 402: Fourth-Year Chinese II (G)	3	C	
LES 305: Business Law and Ethics for Managers	3	C	
Natural Science - Quantitative (SQ)	4		
Term hours subtotal:	16		

<b>Term 7</b> 91 - 105 Credit Hours <b>Necessary course signified by</b> ★	<b>Hours</b>	<b>Minimum Grade</b>	<b>Notes</b>
★ MGT 404: Chinese Language and Global Business Communication	3	C	
CHI 336: Interpreting China's Classics ((L or HU) & H) OR HST 386: Interpreting China's Classics ((L or HU) & H)	3		
CHI 407: Chinese for Academic and Professional Purposes I (G)	3	C	

CHI 451: Chinese Cultural History I ((HU or SB) & H)	3	
FIN 300: Fundamentals of Finance	3	C
Term hours subtotal:	15	

Term 8 106 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CHI 408: Chinese for Academic and Professional Purposes II (G)	3	C	The study abroad component can be separated into 2 tracks: Chinese Flagship program students who study at the Nanjing Chinese Language Flagship Program or Tianjin Chinese Language Flagship Program, and non-Flagship Chinese students who can study at Sichuan University Exchange Program or National Taiwan University, among others.
Upper Division International Business Elective AND Global Awareness (G)	6	C	
Elective	6		
Term hours subtotal:	15		

Once students have completed their domestic portion of the Flagship program they are eligible to apply for their Capstone year requirement for all Flagship students, but not applicable to non-Flagship students. The Capstone year is a year in China consisting of a combination of direct enrollment at a Chinese university taking courses side-by-side with Chinese peers in each individual student's domain area, along with an internship utilizing Chinese in each individual student's future career field.

Upper Division International Business Elective; choose 2 courses (6 credits)
AGB 302: International Management and Agribusiness (G)
ECN 306: Survey of International Economics (SB & G)
FIN 456: International Financial Management (G)
MGT 302: Principles of International Business (G)
MGT 400: Cross-Cultural Management (C & G)
MGT 459: International Management (G)
MKT 425: Global Marketing Management (G)
SCM 463: Global Supply Chain Management (G)

**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 Business Courses GPA

- The study abroad component can be separated into 2 tracks: Chinese Flagship program students who study at the Nanjing Chinese Language Flagship Program or Tianjin Chinese Language Flagship Program, and non-Flagship Chinese students who can study at Sichuan University Exchange Program or National Taiwan University, among others.

Once students have completed their domestic portion of the Flagship program they are eligible to apply for their Capstone year. A requirement for all Flagship students, but not applicable to non-Flagship students. The Capstone year is a year in China consisting of a combination of direct enrollment at a Chinese university taking courses side-by-side with Chinese peers in each individual student's domain area, along with an internship utilizing Chinese in each individual student's future career field.

**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 (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

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

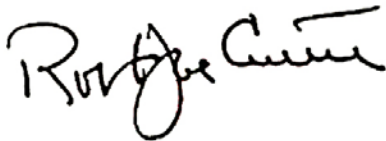
May 8, 2014

Dean Amy Hillman  
W. P. Carey School of Business  
Arizona State University  
Tempe, AZ

Dear Dean Hillman:

I am writing in support of the proposal to establish a BA in Business, Language, and Culture. The proposal describes a close link between the program and our Chinese Language Flagship Program. The Chinese Language Flagship has already had a number of W. P. Carey students, and we look forward to having more. It should be noted that the Flagship is a very rigorous program, and that rigor and the corresponding pedagogical practices also inform our regular Chinese program—especially the more intensive classes. Thus, even if some of the students for the new degree are unable for some reason to become formal Flagship students, they can still receive a strong education in Chinese that will provide them with the opportunity to attain the high levels of proficiency mentioned in the degree proposal.

Sincerely,



Robert Joe Cutter, Director