

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:

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: Spanish Language and Culture

What is the first catalog year available for students to select on the undergraduate application for this this program? 2015-16

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.

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

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

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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.

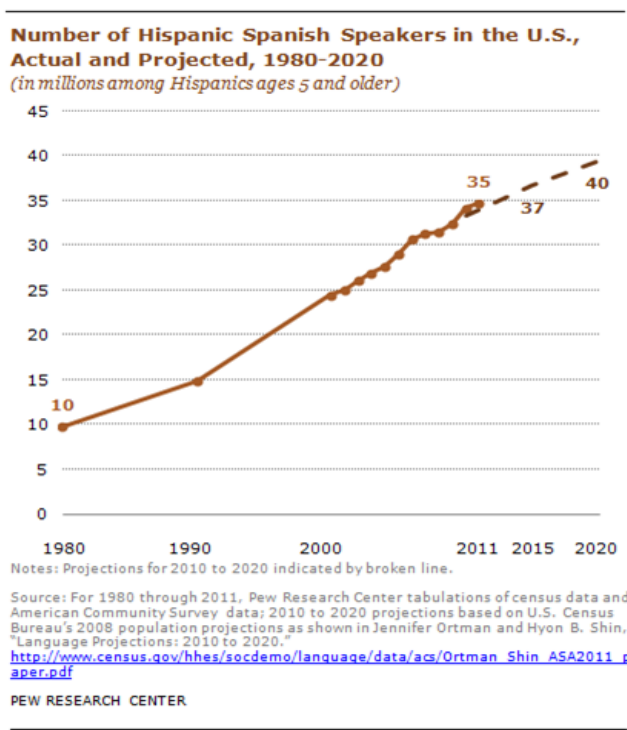
1. OVERVIEW

- 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 mission of the concentration in Spanish Language and Culture within the BA in Business is to create global business professionals who can function culturally and linguistically in the business environment both in Latin America and the domestic market.

- 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?

According to an analysis of the 2011 American Community Survey by the Pew Research Center, Spanish, with more than 37 million speakers, is the most spoken non-English language in the U.S. today among people from age 5 and older. It is also one of the fastest-growing language communities, with the number of speakers up 233% since 1980. The future of the Spanish-speaking market is presented in a 2011 paper by U.S. Census Bureau demographers Jennifer Ortman and Hyon Shin, who reported that the number of Spanish speakers is projected to rise through 2020 to anywhere between 39 million and 43 million, depending on the assumption one makes about immigration. It is predicted that the Latino population will reach approximately 128.8 million by 2060, likely making the U.S. the largest Spanish-speaking country in the world. Proportionally, Hispanics will rise from around 16% of the U.S. population in 2010 to 30% by 2050. Locally in the Phoenix metro region, the U.S. Census Bureau reports 806,286 Spanish speakers out of a total of 3,955,933 people. Spanish speakers comprise roughly one-third of the market throughout the Southwestern region of the United States.



These statistics provide ample evidence of the growing business opportunities for those possessing the ability to communicate with this market. The most urgent needs for Spanish language and cultural skills lie in marketing and customer service. Carolina Reyna, founder of the National Society for Hispanic Professionals reports job opportunities in the areas of sales, marketing, advertising, support and customer service, among others. It is critical to understand the language, culture, and psychology of Hispanic/Latino communities. Edward Rincon, president of the market research firm Rincon & Associates and a teacher at Southern Methodist University's Cox School of Business says, "It's not enough to just understand the social and demographic aspects -- you have to understand how Hispanics think and the lifestyle trends of Hispanic consumers."

The complex and diverse Hispanic/Latino market has many dimensions resulting from differing cultural norms among individuals from different countries, geographical regions, ethnicities, social/economic backgrounds and families with multiple generations living in the U.S. A recent Hispanic.Business.com report echoes this need of understanding the diversity of this group in order to be successful in doing business with the Latino community. “Without a doubt, being bilingual increases employability,” says career development consultant Graciela Kenig in her book *Best Careers for Bilingual Latinos*. Kenig reports an increase in corporate interest in recruiting a workforce that can communicate with, and understand the Hispanic/Latino market. There is a growing sentiment that Spanish has become our country’s unofficial second language, especially as businesses try to understand the needs of this market and what is important to them.

Kenig identifies seven career fields that will be in high demand for those skilled in communicating with the Hispanic/Latino market:

1. Healthcare
2. Financial Services
3. Technology
4. Sales and Marketing
5. Public Service
6. Professional Services
7. International Opportunities

The last category, “International Opportunities” brings us into the non-domestic opportunities for graduates in this degree focusing on language, culture, and business. According to the Korn/Ferry International Executive Recruiter Index, 88% of executive recruiters find the ability to speak another language as critical to success. 79% of North American recruiters cite Spanish as the language most in demand by employers. Simply put, speaking a business associate’s or customer’s language is a global skill that will increase trust and build relationships quickly. Internationally, Spanish is spoken throughout Latin America, parts of the Caribbean, and in Spain.

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.

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.)

The Spanish Language and Culture Concentration will be offered using course work from the School of International Letters and Cultures. Administration from the School of International Letters and Cultures and new college is aware and supportive of the program.

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

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 405 Spanish Language and Global Business Communication. The discipline-specific skills mastered in

Spanish will develop a superior-level Spanish 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 Spanish culture from politics and history to religious studies. The pairing of language and cultural course work emphasizes interpretation, analysis, and presentation of Spanish 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.

Some course work overlaps required business and general education.

- 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)
- COM 263 Elements of Intercultural Communication (C)
- ECN 211 Macroeconomic Principles (3) **OR** ECN 213 Honors Macroeconomics (3)
- ECN 212 Microeconomic Principles (3) **OR** ECN 214 Honors Microeconomics (3)
- ECN 221 Business Statistics (3) **OR** ECN 231 Honors Business Statistics (3)
- MGT 300 Organization and Management Leadership (3)
- FIN 300 Fundamentals of Finance (3) **OR** FIN 302 Managerial Finance (3) **OR** FIN 303 Honors Finance (3)
- 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 405 Spanish 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)
- POS 260 Current Issues in International Politics (L)
- SCM 300 Global Supply Operations (3) **OR** SCM 303 Honors Global Supply Operations (3)
- SPA 101 Elementary Spanish (4)
- SPA 102 Elementary Spanish (4)
- SPA 201 Intermediate Spanish (4)
- SPA 202 Intermediate Spanish (4)
- SPA 313 Spanish Conversation and Composition (3)
- SPA 314 Spanish Conversation and Composition (3)
- SPA 319 Business Correspondence and Communication (3)
- SPA 402 Written Communication for the Professions **OR**
- SPA 405 Latino Cultural Perspectives for the Professions (3)
- SPA 412 Advanced Conversation and Composition (3)
- SPA 472 Spanish American Civilization (HU, H)
- WPC 101 Student Success in Business (1)
- WPC 301 Business Forum (1)

SELECT 6 HOURS from the following list:

- AGB 302 International Management and Agribusiness (3) **OR**
- MGT 302 Principles of International Business (3)

- ECN 306 Survey of 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)

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
SPA	101	Elementary Spanish	No	4
SPA	102	Elementary Spanish	No	4
SPA	201	Intermediate Spanish	No	4
SPA	202	Intermediate Spanish	No	4
SPA	313	Spanish Conversation and Composition	No	3
SPA	314	Spanish Conversation and Composition	No	3
SPA	319	Business Correspondence and Communication	No	3
SPA	402 405	Written Communication for the Professions OR Latino Cultural Perspectives for the Professions	No	3
SPA	412	Advanced Conversation and Composition	No	3
SPA	472	Spanish American Civilization	No	3
<i>Section sub-total:</i>				34 hours
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
- 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.

MGT 405 is being submitted through Changemaker.

4. Administration and Resources

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

The concentration 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?

	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.

Current resources should be sufficient for the delivery of this program; however, the W. P. Carey School will monitor this and assist 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.

Dr. Abner, Marcela, Faculty Associate, Spanish & Portuguese, 100% involvement
Dr. Alarcon, Justo Faculty Associate, Spanish, Spanish & Portuguese, 100% involvement
Dr. Cerron-Palomino, Alvaro Asst. Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Walton-Ramirez, Anne, Lecturer, Spanish, Spanish & Portuguese, 100% involvement
Dr. Clarkson, Liana, Faculty Assoc., Spanish & Portuguese, 100% involvement
Dr. Correa, Sandra, Instructor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Estevez, Dulce, Lecturer, Spanish, Spanish & Portuguese, 100% involvement
Dr. Foster, David, Regents Professor, Portuguese & Spanish, Spanish & Portuguese, 100% involvement
Dr. Garcia-Fernandez, Carlos, Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Gil-Osle, Juan, Asst. Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Gonzalez, Veronica, Asst. Professor, Spanish Linguistic, Spanish & Portuguese, 100% involvement
Dr. Hernandez-G, Manuel, Assoc. Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Keller, Gary, Regents Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Lafford, Barbara, Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Rosales, Jesus, Assoc. Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Scales, Carmen, Lecturer, MY, Spanish, Spanish & Portuguese, 100% involvement
Dr. Tompkins, Cynthia, Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Volek, Emil, Professor, Spanish, Spanish & Portuguese, 100% involvement
Dr. Walton-Ramirez, Anne, Lecturer, Spanish, Spanish & Portuguese, 100% involvement

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.
Forthcoming
- 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 (Spanish Language and Culture), BA

1. Program Description (150 words maximum)

The mission of the concentration in Spanish language and culture within the BA in business is to create global business professionals who can function culturally and linguistically in the business environment in both Latin America and the domestic market.

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. 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 is a demand for Spanish-speaking business professionals in the hotel and tourism industry, consulting, banking and finance, international trade, sports management, and media fields. Additionally, businesses of all types, especially locally, are actively recruiting bilingual applicants.

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
- Language
- Management
- Culture
- Spanish

8. Advising Committee Code

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

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

11-3061.00

11-3071.01

11-1081.00

11-3071.02

11-9199-04

13-1081.02

19-3099.01

11-2011.00

11201.00

13-1199.03

43-5011.01

43.5011.00

11-2022.00

11-3071.02

13-1021.00

13.1022.00

41-4012.00

33-3021.05

13-1041.07

15-1199.12

27-3091.00

43-9031.00

- 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 checked="" 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 | |

Spanish Concentration Courses Required

Prefix	Number	Title	New Course?	Credit Hours
SPA	101	Elementary Spanish	No	4
SPA	102	Elementary Spanish	No	4
SPA	201	Intermediate Spanish	No	4
SPA	202	Intermediate Spanish	No	4
SPA	313	Spanish Conversation and Composition	No	3
SPA	314	Spanish Conversation and Composition	No	3
SPA	319	Business Correspondence and Communication	No	3
SPA	402	Written Communication for the Professions OR	No	
SPA	405	Latino Cultural Perspectives for the Professions	No	3
SPA	412	Advanced Conversation and Composition	No	3
SPA	472	Spanish American Civilization	NO	3
Total:				34 hours

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

UFINXBN

Term 1 0 - 14 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. Business students take WPC 101 to fulfill this requirement. See academic advisor for appropriate Student Success course requirement if not a first-time freshman. • ASU Language Placement: Only true beginners are eligible for 101-level courses. All other students are required to take a placement exam, regardless of prior credit earned.
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	
SPA 101: Elementary Spanish	4	C	
WPC 101: Student Success in Business	1		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	14		
Term 2 15 - 30 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
 MAT 211: Mathematics for Business Analysis	3	C	
COM 263: Elements of Intercultural Communication (SB & C & G)	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	
SPA 102: Elementary Spanish	4	C	
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		
Term 3 31 - 44 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
SPA 201: Intermediate Spanish (G)	4	C
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4	
❖ Minimum 2.00 GPA ASU Cumulative. Complete Mathematics (MA) requirement.		
Term hours subtotal:	14	

Term 4 45 - 59 Credit Hours Critical course signified by ❖	Hours	Minimum Grade	Notes
❖ ACC 241: Uses of Accounting Information II	3	C	
❖ ECN 221: Business Statistics (CS)	3	C	
Natural Science - Quantitative (SQ)	4		
SPA 202: Intermediate Spanish (G)	4	C	
WPC 301: Business Forum	1	C	
❖ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15		

Term 5 60 - 74 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MGT 300: Organization and Management Leadership	3	C	
FIN 300: Fundamentals of Finance	3	C	
POS 260: Current Issues in International Politics ((L or SB) & G)	3		
SPA 313: Spanish Conversation and Composition (G)	3	C	
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	15		

Term 6 75 - 89 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 300: Marketing and Business Performance	3	C	
SCM 300: Global Supply Operations	3	C	
LES 305: Business Law and Ethics for Managers	3	C	
SPA 314: Spanish Conversation and Composition (G)	3	C	
Upper Division Elective	3		
Term hours subtotal:	15		

Term 7 90 - 104 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MGT 405: Spanish Language and Global Business Communication	3	C	<ul style="list-style-type: none"> The development of a Latin American partner to provide language and cultural coursework will give more relevance to the bilingual/bicultural
SPA 319: Business Correspondence and Communication (G)	3	C	
SPA 412: Advanced Conversation and Composition (G)	3	C	
Upper Division International Business Elective AND Global Awareness (G)	3	C	

Upper Division Literacy and Critical Inquiry (L)

3

Term hours subtotal:

15

components of this degree. This partnership could include providing SPA courses, as well as the MGT 405 capstone course. If students could not travel to Latin America, the MGT 405 course will also be delivered at ASU.

Term 8	105 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★	SPA 402: Written Communication for the Professions OR SPA 405: Latino Cultural Perspectives for the Professions (C)	3	C	
★	Upper Division International Business Elective AND Global Awareness (G)	3	C	
	SPA 472: Spanish American Civilization (HU & H & G)	3		
	Upper Division Elective	3		
	Elective	4		
	Term hours subtotal:	16		

- 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.

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 development of a Latin American partner to provide language and cultural coursework will give more relevance to the bilingual/bicultural components of this degree. This partnership could include providing SPA courses, as well as the MGT 405 capstone course. If students could not travel to Latin America, the MGT 405 course will also be delivered at ASU.

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 9, 2014

Dear Dean Amy Hillman:

Dr. William Brashears requested a letter of support for the proposed BA Business & Culture - Spanish and I am happy to oblige. The Spanish & Portuguese Section in the School of International Letters and Cultures supports the proposed BA in Business & Culture strongly and without reservations and possesses the resources to provide the necessary language (and culture) instruction.

Should you have any questions or concerns, feel free to contact me cynthia.tompkins@asu.edu

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Tompkins', with a long, sweeping flourish extending to the right.

Cynthia Tompkins
Faculty Head - Spanish & Portuguese
Professor of Spanish (Latin American Cultural Production)
School of International Letters and Cultures
Arizona State University

August 14, 2014

Dear Dean Hillman:

I am happy to write Dr. William Brashears a letter of support for the proposed BA in Business and Culture –Spanish degree. The Spanish and Latin American Studies (Fall, 2015) Section of the School of Humanities, Arts, and Cultural Studies support the proposed BA in Business and Culture without reservation and possesses the resources to provide the necessary language and culture instruction through Latin American Studies at the West Campus.

Please feel free to contact me if you have any questions. My e-mail is villegas-silva@asu.edu.

Sincerely,



Claudia Villegas-Silva, Ph.D

Faculty Lead: Spanish/Latin American Studies
Assistant Professor of Latin American Cultural Studies
Office: 602-543-6008