

PROPOSAL PROCEDURES CHECKLIST

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 Curriculum and Academic Programs Committee and approved by the Executive Vice President and Provost.

A complete proposal should include:

- 1. A supporting letter from the chair of the academic unit verifying that:
 - The proposed concentration has been reviewed and has received faculty approval through appropriate governance procedures in the unit.
 - The unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.
- 2. A supporting letter from the office of the supervising dean verifying that the concentration has been reviewed and has received approval through appropriate governance procedures in the college.
- 3. A supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.
- 4. A statement concerning demand for the program (student/community/market).
- 5. A list of 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>).
- 6. A description of the requirements for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.
 - Are any new courses required? If so, provide course syllabi and Proposal for Curriculum Action forms.
- 7. A list of the primary faculty participants.
- 8. A minimum residency requirement: How many hours of the concentration must be ASU credit?
- 9. Please prepare and attach a Major Map.
- 10. A completed Appendix document. This information is to be used during the implementation phase to ensure this program appears correctly and completely on Degree Search.
- 11. Attach other information that will be useful to the review committees and the Office of the Provost.

PROPOSAL FOR CONCENTRATION IN Business IN THE BS IN PUBLIC SERVICE AND PUBLIC POLICY**1. Demand for the program (student/community/market)**

Increasing demand for public services and retiring baby boomers has created an increase in job opportunities for graduates in the public sector. The federal government is the nation's largest employer with nearly 2 million people employed by the federal government across the country, and 84.6% of those jobs exist outside the Washington, D.C. area. The Partnership for Public Service estimates that the federal government alone will hire nearly 273,000 new employees by 2012 for mission-critical positions. Students with a preparation in academic areas related to public service will have an advantage in that market.

The Bachelor of Science in Public Service and Public Policy (PSPP) prepares students for work in government at all levels and nonprofit organizations through comprehensive coverage of topics in public policy, public leadership and management and urban studies. Students discover the challenges of management and learn how to lead a public organization and understand the process of policy development. The BS in PSPP is designed to give students a solid foundational understanding of administration, leadership and policy analysis in the service of public goods.

The goal of the proposal for a concentration in Business within the BS is to allow students to build a course of study that emphasizes their own areas of interest.

The concentration in Business will provide students who have an interest in policy to focus on business issues and their policy implications. The courses in the concentration are offered by W.P. Carey School of Business. All the courses are part of their regular degree offerings.

Thus students emerge from the PSPP with a concentration in Business prepared to address policy issues in this substantive area with an understanding of the range of public service careers (including government, nonprofit and for-profit options), the economics of public affairs, the challenge of leadership in the public context, and the dynamics of administering public programs. The internship and capstone elements of the PSPP major will serve to integrate the concentration-specific studies into the broader curriculum.

2. A description of the requirements for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration

The School of Public Affairs (SPA) core courses provide basic knowledge of policy development, analysis, and implementation. The BS in PSPP already requires students to select one concentration for their major.

For the concentration, students will take their courses through the W.P. Carey School of Business.

Courses required for the major include:

- PAF 200 (3): Public Service and Policy in the 21st century
- PAF 201 (3): Economics and Public Policy
- PAF 311 (3): Leadership and Change
- PAF 301 (3): Applied Statistics
- PAF 302 (3): Public Service Research Methods
- PAF 340 (3): Contemporary Policy Challenges
- PAF 460 (3): Public Service Ethics
- PAF 484 (3 or 6): Internship

The **five** required courses for the concentration are:

- ACC 382 Accounting & Financial Analysis
- FIN 380 Personal Financial Management
- MGT 380 Management & Strategy for Nonmajors
- MKT 390 Essentials of Marketing OR
- MKT 395 Essentials of Advertising & Marketing Communication
- PAF 400 (3 or 6): Senior capstone project

3. A list of the primary faculty participants.

All School of Public Affairs faculty teach in both the undergraduate and the graduate programs.

<i>From the School of Public Affairs</i>
Tara Blanc
Chris Herbst
Jonathan Koppell
Melissa Kovacs
Joanna Lucio
Spiro Maroulis
Gerald Miller
Kathryn Mohrman
Afsaneh Nahavandi
Laura Peck

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

Three out of the five courses in the concentration must be completed at ASU including the Senior Capstone Project, PAF 400.

5. Learning Outcomes

At the conclusion of this concentration, students will be able to:

- Analyze strategic, behavioral, and human resource management perspectives.
- Analyze personal financial planning.
- Identify the nature and processes of marketing emphasizing practical applications.
- Identify financial accounting concepts related to operating, financing, investing and ethical decisions.

6. Major Map - See Attached

APPENDIX - PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

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

1. Program Description (150 words maximum)

The School of Public Affairs (SPA) offers a concentration in Business as part of their BS in Public Service and Public Policy (PSPP). Through this concentration, students who have an interest in public policy can explore the policy implications of business and broaden their educational experience while concentrating in an area that is in high demand.

2. Contact and Support Information

Office Location

Mailing address: School of Public Affairs, ASU Downtown Campus,
411 N. Central Avenue, UCENT Suite 400
Phoenix, AZ 85004

Building & Room: UCENT, Suite 400

Campus Telephone Number: (602) 496-0450

Program email address: spa@asu.edu

Program website address: <http://spa.asu.edu/programs/undergraduate/pspp>

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. Career Opportunities & Concentrations Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration.

The program is primarily focused on individuals working or interested in working in the public sector. The skills and knowledge students acquire allow them to successfully function in many other types of organizations; however the primary focus is on public organizations. A BS in Public Service and Public Policy prepares students for entry and mid-level supervisory and managerial positions in city, county, state, and federal agencies. For those who already have work experience, the degree provides further opportunity for promotion.

The Business concentration provides students who have an interest in policy to focus on business issues and their policy implications.

5. 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.)

N/A

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

- Public policy
- Business
- Public administration
- Public service
- Urban studies
- Policy analysis
- Social policy
- Public sector
- Public management
- Government agencies
- City government/agencies
- County government/agencies
- State government/agencies
- Federal government/agencies

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

UGPPUM

8. **Minimum Math Requirement** List the minimum math course required to satisfy this degree.

The minimum math requirement for the concentration is the same as for the major, MAT 142

9. **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 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 checked="" 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 checked="" 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 checked="" type="checkbox"/> Social Science, Policies & Issues |
| <input type="checkbox"/> Education & Teaching | |



Julia SIGN OUT

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2013 - 2014 Major Map
PSPP Business Concentration, BS (Proposed)

Term 1	0 - 16 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		PAF 200: Public Service and Policy in the 21st Century	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 is for ASU freshman students only and is not required for transfer students
		ASU 101: The ASU Experience	1		
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students	3	C	
		Complete 2 courses: Interdisciplinary Requirement	6		
		Global Awareness (G) OR Historical Awareness (H)	3		
		Milestone: Meet with an academic advisor			
		Term hours subtotal:	16		
Term 2	17 - 32 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		PAF 201: Economics and Public Policy (SB)	3	C	
		MAT 142: College Mathematics (MA)	3		
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students	3	C	
		Natural Science - Quantitative (SQ)	4		
		Elective	3		
		Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
		Term hours subtotal:	16		
Term 3	33 - 48 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		POS 110: Government and Politics (SB)	3	C	
		ENG 216: Persuasive Writing on Public Issues (L)	3	C	
		Global Awareness (G) OR Historical Awareness (H)	3		
		Humanities, Fine Arts and Design (HU)	3		
		Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
		Complete Mathematics (MA) requirement.			
		Term hours subtotal:	16		
Term 4	49 - 63 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		SOC 101: Introductory Sociology (SB)	3	C	
		COM 225: Public Speaking (L)	3	C	
		PAF 311: Leadership and Change (SB)	3	C	
		URB 240: Urban Policy (C)	3	C	
		Humanities, Fine Arts and Design (HU)	3		
		Term hours subtotal:	15		
Term 5	64 - 78 Credit Hours		Hours	Minimum Grade	
		MGT 380: Management and Strategy for Nonmajors	3	C	
		PAF 301: Applied Statistics (CS)	3	C	
		PAF 340: Contemporary Policy Challenges	3	C	
		Interdisciplinary Requirement	3		
		Elective	3		
		Term hours subtotal:	15		
Term 6	79 - 93 Credit Hours		Hours	Minimum Grade	Notes
		ACC 382: Accounting and Financial Analysis	3	C	

FIN 380: Personal Financial Management	3	C
PAF 302: Public Serv Research Methods	3	C
PAF 460: Public Service Ethics	3	C
MKT 390: Essentials of Marketing OR MKT 395: Essentials of Advertising and Marketing Communication	3	C
Term hours subtotal:	15	

Term 7 94 - 108 Credit Hours	Hours	Minimum Grade	Notes
PAF 400: Senior Capstone Project	3	C	
PAF 484: Internship OR Upper Division Elective	3		
Upper Division Literacy and Critical Inquiry (L)	3		
Complete 2 courses: Upper Division Elective	6		
Term hours subtotal:	15		

Term 8 109 - 120 Credit Hours	Hours	Minimum Grade	Notes
PAF 400: Senior Capstone Project OR Upper Division Elective	3	C	
PAF 484: Internship	3		
Complete 2 courses: Upper Division Elective	6		
Term hours subtotal:	12		

COPP Interdisciplinary Requirement-Area 1	COPP Interdisciplinary Requirement-Area 2	COPP Interdisciplinary Requirement-Area 3
CRJ 100: Introduction to Criminal Justice (SB)	SWU 171: Introduction to Social Work (SB & H) SWU 250: Stress Management Tools (SB)	NLM 160: Voluntary Action and Community Leadership (SB) PRM 120: Leisure and the Quality of Life (SB) PRM 380: Wilderness and Parks in America (SB & H)

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, Fine Arts and Design (HU)
- Social and 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 2013 - 2014 academic year.

April 5, 2012

TO: Jonathan Koppell, Dean
College of Public Programs

FROM: Amy Hillman, Executive Dean *Amy Hillman*

SUBJECT: Business Concentration in Public Service and Public Policy Degree

The faculty members in the W. P. Carey School of Business have reviewed the proposal for a Business Concentration in the Public Service and Public Policy major. We have the resources and capacity to meet the demand for this concentration and believe it will be a good opportunity for students in your major.

We enthusiastically support this proposal. If you have any questions, please feel free to contact me.

February 3, 2012

To: Jonathan Koppell, Dean
Nancy Rodriguez, Associate Dean
College of Public Programs

From: Jeffrey Chapman, Associate Director
School of Public Affairs



Attached is the proposal to establish a concentration in Business and the BS in Public Service and Public Policy. The concentration in Business will provide students who have an interest in policy to focus on business-related issues and their policy implications.

The concentration has been reviewed and approved by the School of Public Affairs undergraduate committee and by the School's faculty as a whole.

The concentration relies on existing courses that are regularly offered as part of the undergraduate curriculums in the School of Public Affairs and the W.P. Carey School of Business. Many of these courses are undersubscribed and therefore have the capacity for additional enrollment. No additional faculty or staff will be needed to implement this concentration.