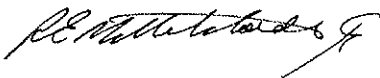


Approved by the W. P. Carey School's Faculty Council on September 19, 2012

Dean's Approval:  _____ Date: 9-20-2012
Robert E. Mittelstaedt, Dean

From: [Gerry Keim](#)
To: [Kay Faris](#)
Cc: [James Moore](#); [Solange Fedele](#); [Delcine Soletski](#)
Subject: BA in HR
Date: Monday, August 20, 2012 7:38:05 AM

Kay,

I strongly support the proposal for a new BA degree in Human Resource Management (HR). I think there is considerable demand in the valley and if offered exclusively at the Poly campus this will help us meet the President's goal of growing enrollment in the East Valley. We have a number of AQ qualified faculty already and can supplement this with some PQ folks from the local community.

Let me know if you need anything else from me.

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

480-965-2832

Proposal for a Bachelor of Arts in Business Concentration (Human Resources)

Summary of the Bachelor of Arts in Business Degree Program

The Bachelor of Arts in Business is an innovative, inter-disciplinary program providing attractive concentrations that are valuable in a business context. Students in the Bachelor of Arts in Business program will take the entire W. P. Carey School of Business curriculum including a set of lower-division "skill" courses (Accounting, Computer Information Systems, Economics, Mathematics, and Statistics), the business core (Finance, Legal and Ethical Studies, Management, Marketing, and Supply Chain Management), plus courses in a specific concentration area inside or outside of the business school that we believe will be valuable in a business context. Concentration areas are designed to produce graduates who will meet market demands.

The Bachelor of Arts in Business is intended to prepare students for positions in a variety of professions where business plays an important role in ensuring success. The program will produce graduates with the capability and motivation for continued learning throughout their careers.

BA in Business Degree Requirements

The B.A. in Business program consists of at least 57 hours of course work distributed between basic skill courses, business core courses, and concentration courses as shown below. Only courses in which a student receives a grade of "C" (2.00) or higher may be used to meet the degree requirements. Students must meet all prerequisites and course requirements as listed in the catalog. At least 30 hours must be ASU credit.

Basic Skill Courses (24-26 hrs):

Accounting (6 hrs): ACC 231 and ACC 241

Computer Information Systems (3 hrs): CIS 105

Economics (6 hrs): ECN 211 and ECN 212

Mathematics and Statistics (9-11 hrs): MAT 210 or MAT 270; MAT 211 or MAT 271; ECN 221

Business Core (16 hrs):

FIN 300, LES 305, MGT 300, MKT 300, SCM 300, WPC 301, International Business Course

Concentration Courses: 18 - 24 hours, at least 12 hours of upper-division course work and at least 12 hours must be ASU credit.

Name of Proposed Concentration: B.A. in Business with a concentration in Human Resources

Number of courses required and total hours: Six Courses; 18 Hours

Concentration Requirements: Students will complete the following courses: *(See attached for concentration course descriptions)*

Concentration Requirements: The following 18 hours are required.

MGT 420 Human Resources (3 hours)

MGT 421* Compensation (3 hours)

MGT 422* Staffing (3 hours)

MGT 423* Training & Development (3 hours)

MGT 424* Employment Law (3 hours)

MGT 425* Global Human Resources (3 hours)

The above (*) courses have been approved by the W. P. Carey School of Business Undergraduate Curriculum Committee and by Faculty Council; currently, they are pending approval with the Provost's Office.

Primary Faculty Participants:

Name	Rank	Degree	Level of Involvement
Jeff LePine	Professor	Ph.D.	Director, will coordinate and oversee course implementation and assignments of courses; teach courses in Compensation
Peter Hom	Professor	Ph.D.	Teaches courses in Human Resources, Staffing, and Training & Development
Marcie LePine	Clinical Associate Professor	Ph.D.	Teaches courses in Training & Development, Human Resources and Global Human Resources
Mindy West	Clinical Associate Professor	Ph.D.	Teaches courses in Global Human Resources, Human Resources
Lora Koretz	Sr. Lecturer	J.D.	Teaches courses in Employment Law
Adriana Sanford	Lecturer	LLM	Teaches courses in Employment Law
Jennifer Nahrgang	Assistant Professor	Ph.D.	Teaches courses in Human Resources, Staffing

Names of director who will oversee the concentration

- Gerry Keim, Chair of Management Department

Name of advisor(s) who will coordinate with W. P. Carey undergraduate advisors and students in the concentration:

- Alma Barnett, Coordinator of W. P. Carey at the Polytechnic Campus

Demand for Graduates:

A degree that incorporates solid business skills and human resources will attract a number of students to Arizona State University and is attractive to a number of students with an interest in the human resources industry. The W. P. Carey Bachelor of Arts in Business with a Concentration in Human Resources has been designed to help students move into any business, industry or governmental organizations as all have a need to manage their personnel services. The program involves both theoretical and applied concepts with a focus on practical and applied aspects of human resources.

Below are several anticipated career opportunities for students completing the BA in Business with a Concentration in Human Resources.

Job Title/Description	Expected Starting Salary	Expected National Demand
Administrative Services Specialist	\$46,734	+ 15%
Compensation and Benefits Specialists	\$53,370	+3 %
Human Resources Specialist	\$31,614	+ 21%
Management Analyst	\$43,920	+ 22%
Social and Community Services Specialist	\$29,900	+ 27%
Training and Development Specialist	\$35,142	+15 %
Wholesale and Manufacturing Representative	\$33,972	+16 %

Program Outcomes and Assessment:

Using a solid foundation in business, students pursuing a BA in Business with a concentration in Human Resources will be prepared to apply their skills within the business environment. To assess learning of students in this program, writing samples from the Global Human Resources course will be reviewed to assure that students are able to demonstrate critical thinking and writing skills as well as demonstrate a depth of knowledge and understanding of human resources. This program will follow the same assessment plan as the other BA concentrations in business.

COURSES IN HUMAN RESOURCES

MGT 420 Human Resources. This course examines the effective management of people in the workplace. Human resource management will be examined from a whole system and process perspective at both an organizational and individual level. During this course we will examine the process of human resource management, beginning with strategy and human resource planning. We will discuss the legal constraints on the employment relationship. We will begin by a focus on hiring and selection. We will review the development of various types of performance criteria. Next, we will examine diagnosis as it relates to the causes of performance and the evaluation of performance. In addition, we will consider the subjects of training, career development, employee retention and separation. The overarching theme will be aligning individual performance and needs with strategies and objectives of the organization.

The course will emphasize both conceptual and practical understanding. Managers spend a great deal of time and attention focusing on the assessment and improvement of organizational performance. Effective management requires a thorough understanding and appreciation of the planning and management processes used to effectively align people's efforts and needs with those of the organization. Putting concepts into action requires skills that must be understood and practiced. Therefore, the course has dual concentration on concept and application

MGT 421 Compensation. This course is designed to develop knowledge of theory and research in motivation, compensation, and rewards, and skill in applying such knowledge to important compensation and reward decisions. We will begin by discussing strategic compensation and reward systems issues. We will then explore in detail a variety of monetary and non-monetary reward systems; the motivational impact these systems have on employees, teams, and CEOs; and the performance impact they have on organizations.

MGT 422 Staffing. This course focuses on the effective management of the flow of talent into and through organizations. It covers human resource planning, recruiting and selection, career transitions and other workforce movement. An important goal of the class will be to provide opportunities to develop hands-on skills that are relevant to effectively managing talent flow.

MGT 423 Training and Development. This course is intended to familiarize students with the training and development function in organizations. Although tailored to students interested in human resources management, the course may also be relevant to students who may at some point be involved in training and development within an organizational context.

MGT 424 Employment Law. This course provides an overview of U.S. employment law at both the federal and state level. It reviews employment at will and wrongful discharge, employment torts, privacy, discrimination law, worker's compensation, occupational safety and health, unemployment, federal compensation laws, and the law of noncompetition and trade secrets. It is designed for individuals preparing for careers in human resource management, labor relations, or dispute resolution.

MGT 425. Global Human Resources. This course explores the importance of international business management in the context of international human resource management, including topics on culture, compensation and benefits, international organizations and their structures, international assignment management and the legal and regulatory considerations that global organizations face. This course will help students identify differences in operating a domestic versus and international business and how business practices will need to be adapted to operate successfully in foreign markets. Specifically, this course is about: 1) Global strategy/structure; 2) Understanding and managing cultural differences; 3) Design and alignment of Global HRM practices; and 4) the Global HR function.

**APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS**

(This information is used to populate the [Degree Search](#)/catalog website.)

1. Program Name (Major): Business (Human Resources) BA

2. Program Description (150 words maximum)

The W. P. Carey School of Business BA in Business with a Concentration in Human Resources incorporates solid business and human resource skills. The program involves both theoretical and applied concepts with a focus on practical and applied aspects of human resources. This degree is applicable to any business or governmental organization as all have a need to manage their personnel services.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	Santa Catalina Hall SANCA 330L
Program office telephone number: (i.e. 480/965-2100)	480/727-1567
Program Email Address:	wpcareyug@asu.edu
Program Website Address:	http://wpcarey.asu.edu/undergraduate/business-degrees/BA.cfm

4. Delivery/Campus Information Delivery: On-campus only (ground courses and/or iCourses)

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.

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

Downtown Phoenix
 Polytechnic
 Tempe
 West
 Other:

6. Additional Program Description Information

A. Additional program fee required for this program? Yes

B. Does this program have a second language requirement? No

7. 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. (150 words maximum)

The Bachelor of Arts Business Concentration in Human Resources has been designed to provide students with a comprehensive skillset that allows them to move into any business, industry or governmental organization and have the knowledge, skills, and abilities to perform necessary human resource tasks. The program involves both theoretical and applied concepts of human resource functions whether performed in-house or outsourced.

8. 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.)

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. Additionally, all students must take the ACT or SAT exam.

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.
Business, Human Resources, Employment

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. **UGBAPC**

Note: If a new advising committee needs to be created, please complete the following form:

[Proposal to create an undergraduate advising committee](#)

11. First Required Math Course

List the first math course required in the major map. MAT 210

12. 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.

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

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

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

The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.

CIP Code: _____

Plan Code:



SIGN IN

**2013 - 2014 Major Map
Business (Human Resources) - (Proposed), BA (Proposed)**

- Transfer UD Business Course Hours: 9 Hours Maximum.
- Community College Business Hours: 30 Hours Maximum.

Term 1	0 - 16 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. • See academic advisor for appropriate Student Success course requirement if not a first-time freshman.
	MAT 210: Brief Calculus (MA) OR MAT 270: Calculus with Analytic Geometry I (MA)	3-4	C	
	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	
	WPC 101: Student Success in Business	1		
	Historical Awareness (H)	3		
	Humanities, Fine Arts and Design (HU)	3		
	Milestone: Submission of a Current SAT Reasoning score or ACT score.			
	Minimum 2.00 GPA ASU Cumulative.			
	Term hours subtotal:	16-17		
Term 2	17 - 32 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 OR MAT 271: Calculus with Analytic Geometry II (MA)	3-4	C	
	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	
	SOC course (SB)	3		
	Natural Science - Quantitative (SQ)	4		
	Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
	Minimum 2.00 GPA ASU Cumulative.			
	Term hours subtotal:	16-17		
Term 3	33 - 45 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	
	COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
	Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
	Minimum 2.00 GPA ASU Cumulative.			
	Term hours subtotal:	13		
Term 4	46 - 61 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	
	ENG 302: Business Writing (L) OR ENG 301: Writing for the Professions (L)	3		
	WPC 301: Business Forum	1	C	
	PSY course (SB)	3		
	Upper Division Humanities, Fine Arts and Design (HU)	3		
	Minimum 2.00 GPA ASU Cumulative.			
	Term hours subtotal:	16		
Term 5	62 - 76 Credit Hours	Hours	Minimum Grade	Notes

FIN 300: Fundamentals of Finance	3	C
MGT 300: Organization and Management Leadership	3	C
SCM 300: Global Supply Operations	3	C
Cultural Diversity in the U.S. (C)	3	
Literacy and Critical Inquiry (L)	3	
Term hours subtotal:	15	

Term 6 77 - 91 Credit Hours	Hours	Minimum Grade	Notes
MGT 420: Human Resource Management	3	C	
MKT 300: Marketing and Business Performance	3	C	
LES 305: Legal, Ethical, and Regulatory Issues in Business	3	C	
Upper Division General Education Elective	3		
Elective	3		
Term hours subtotal:	15		

Term 7 92 - 105 Credit Hours	Hours	Minimum Grade	Notes
MGT 421: Compensation in Organizations	3	C	
MGT 422: Staffing	3	C	
MGT 423: Training and Development in Organizations	3	C	
Upper Division International Business Elective AND Global Awareness (G)	3	C	
Upper Division Elective	2		
Term hours subtotal:	14		

Term 8 106 - 120 Credit Hours	Hours	Minimum Grade	Notes
MGT 424: Employment Law	3	C	
MGT 425: Global Human Resources	3	C	
Upper Division General Education Elective	3		
Complete 2 courses: Elective	6		
Term hours subtotal:	15		

- For a list of General Education Elective course options, please visit the following website: <http://my.wpcarey.asu.edu/gened>.

Upper Division International Business Elective

ECN 306: Survey of International Economics (SB & G)

MGT 302: Principles of International Business (G)

MKT 425: Global Marketing Management

SCM 463: Global Supply Chain Management

Total Hours: 120
Upper Division Hours: 51 minimum
Major GPA: 2.00 minimum
Cumulative GPA: minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for Academic Recognition: minimum
Total Community College Hrs: 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.