

DEFINITION

These are the minimum requirements for approval. Individual undergraduate concentrations may have additional requirements.

A concentration is a formalized selection of courses within a major.

An undergraduate 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.
- Is offered by a single unit and is intended exclusively for students pursuing that particular major. If a concentration consists of courses from more than one college the approval of each college Dean is required.

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 a Bachelor of Arts in Business Concentration (Technology)**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 outside of the business school that we believe will be valuable in a business context. Concentration areas are chosen in consultation with our university partners and 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 Uses of Accounting Information I and
ACC 241 Uses of Accounting Information II

Computer Information Systems (3 hrs):

CIS 105 Computer Applications and Information Technology

Economics (6 hrs):

ECN 211 Macroeconomic Principles and ECN 212 Microeconomic Principles

Mathematics and Statistics (9-11 hrs):

MAT 210 Mathematics for Business Analysis or MAT 270 Calculus with Analytic Geometry I;
MAT 211 Mathematics for Business Analysis or MAT 271 Calculus with Analytic Geometry II;
ECN 221 Business Statistics or an approved statistics course.

Business Core (16 hrs):

FIN 300 Fundamentals of Finance,
LES 305 Legal, Ethical, and Regulatory Issues in Business,
MGT 300 Organization and Management Leadership,
MKT 300 Marketing and Business Performance,
SCM 300 Global Supply Operations,
WPC 301 Business Forum

Concentration Courses:

18 - 24 hours, at least 12 hours of upper-division course work and at least 12 hours must be ASU credit.
(Typically delivered by a partner program outside the W. P. Carey School.)

Name of Proposed Concentration:

B.A. in Business with a concentration in Technology

Number of courses required and total hours:

Six Courses; 18 Hours

Minimum Concentration Residency Requirement: 12 Hours

Concentration Requirements: *Students will complete the following courses:*

Required core courses 6 hours)

TEM 394 (3) Technological Entrepreneurship

OMT 394: (3) Project and Team Management

One of the following focus areas (12 hours):

Social Entrepreneurship:

OMT 394 (3) Creating Social Enterprises

PSY 394 (3) Human-Centered Design

OMT 494 (3) Global Impact Entrepreneurship

ALT 494 (3) Village Energy Systems OR TEM 494 (3) Rural Village Appraisal (Study Abroad)

Gaming Courses (includes all pre-requisites)

CPI/CST 111(3) Game Development I

CPI/CST 211(3) Game Development II

CPI/GIT 321 (3) Fundamentals of Game Art

CPI/GIT 421 (3) 3-D Modeling and Texturing

CPI/GIT 422 (3) 3-D Animation and Rigging for Video Games (optional)

Digital Media (includes all pre-requisites)

CST 194 (3) Intro to Human-Center Computing

GIT 230 (3) Digital Illustration in Publishing

GIT 314 (3) Multimedia Design, Planning and Storyboards

GIT 337 (3) Web Content Design

GIT 418 (3) Multimedia Authoring, Scripting and Production (Optional)

Primary Faculty Participants:

Name	Rank	Degree	Level of Involvement
Mary Niemczyk	Associate Professor	Ph.D.	Interim Chair, will coordinate and oversee course implementation and assignments of courses;
Dan O'Neill	Lecturer	MS (ABD).	Teach courses in entrepreneurship and innovation
Mark Henderson	Professor	Ph.D.	Teach courses in Social entrepreneurship and New Product Development
Ashsih Amresh	Assistant Professor	Ph.D	Teach courses in gaming
Arnaud Ehgner	Lecturer	MS	Teach courses in multimedia and gaming

Names of director who will serve as the liaison between W. P. Carey and CTI:

Mary Niemczyk

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

Nancy Kiernan

Demand for Graduates:

A degree that incorporates solid business skills and technology will be an attractive option for students entering Arizona State University. The W. P. Carey Bachelor of Arts in Business with a Concentration in Technology has been designed to help students realize and analyze the relationship between business and technology. With a strong foundation in business, students will bring a solid background in business to technology companies and also the technological skills necessary to apply their skills in a variety of industries. It is anticipated that this new degree option will attract 50-100 students per year.

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

Entry Level Salary:

Occupational Area	Mean Salary
Software Publishing	\$50,920
Publishing	\$46,500
Computer Systems Design/Consulting/ Programming	\$45,774
Communications (Broadcasting/Telecommunications)	\$38,951
Arts, Entertainment, Recreation	\$36,141
Advertising	\$34,633
Social Assistance	\$39,298
Computer & Electronic Products Manufacturing	\$49,400
Mean	\$42,702

NACE 2011 Report – (business-related, non-technical)

Program Outcomes and Assessment:

Using a solid foundation in business, students pursuing a BA in Business with a concentration in Technology will be prepared to apply their skills within the business environment. To assess learning of students in this program, writing samples from the capstone course will be reviewed to assure that students fulfill the following program outcomes:

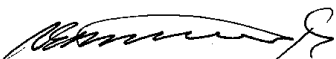
- Critical Thinking
- Writing Skills
- Discipline-Specific Knowledge (a depth of knowledge and understanding of technology.)

This program will follow the same assessment plan as the other BA concentrations in business.

Approved by Faculty Council, W. P. Carey School of Business

September 7, 2011

Dean's Approval:



Robert E. Mittelstaedt, Dean
W. P. Carey School of Business

September 8, 2011

To: Kay A. Faris, Associate Dean, W. P. Carey School of Business

From: Mitzi Montoya, Vice Provost and Dean, College of Technology and Innovation *MM*

Date: August 10, 2011

Subject: BA in Business (Technology)

I am pleased to support the proposal for a new concentration, BA in Business (Technology). Indeed, such a new concentration is a wonderful way for us to capitalize on CTI's existing technology concentrations. The faculty in College of Technology and Innovation have coordinated with W. P. Carey to offer the degree, have both the depth and breadth necessary to staff it and a clear plan for developing the necessary courses.

I share the assessment of others that this offering promises to be appealing to business majors interested in technology, and I fully support its implementation.

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 Bachelor of Arts in Business with a concentration in Technology incorporates solid business skills as well as a strong skill set in technology. This program is designed to help students realize and analyze the relationship between business and technology.

2. Contact and Support Information

Office Location (Building & Room): BA 109 (Tempe) and Sutton 301 (Polytechnic)
Campus Telephone Number: 480-965-4227
Program email address: wpcadmissions@asu.edu
Program website address: <http://wpcarey.asu.edu/undergraduate/index.cfm>

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.*

Students completing a Bachelor of Arts in Business with a concentration in Technology will bring a solid background in business to technology companies and also the technological skills necessary to apply their skills in a variety of industries.

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.)*

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.

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

- Business
- Technology

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

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

MAT 210 Brief Calculus OR MAT 270 Calculus w/Analytic Geometry I
MAT 211 Mathematics for Business Analysis OR MAT 271 Calculus with Analytic Geometry II

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 & Well-Being | <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 checked="" type="checkbox"/> | Engineering & Technology |
| <input type="checkbox"/> | Biological Sciences, Health & Well-Being | <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 type="checkbox"/> | Social Science, Policies & Issues |
| <input type="checkbox"/> | Education & Teaching | | |

Course Subject and Title (courses in bold/shading are critical courses)	Hrs.	Upper Division	Transfer Course/Grade	Minimum Grade if Required	Additional Critical Requirement Notes
TRACKING TERM ONE: 0-15 CREDIT HOURS					
WPC 101: Student Success in Business	1	<input type="checkbox"/>			<ul style="list-style-type: none"> An SAT, ACT, Accuplacer, or TOEFL score determines placement in first-year composition courses ASU Math Placement Exam score determines placement in Mathematics course Submission of a Current SAT Reasoning score or ACT score (we do not require the writing portion of these tests) by the end of the first semester in the program. See academic advisor for appropriate Student Success course requirement if not a first-time freshman. Maintain 2.0 ASU cumulative GPA.
CIS 105: Computer Applications and Information Technology (CS)	3	<input type="checkbox"/>		Grade of C	
MAT 210: Brief Calculus (MA) OR MAT 270: Calculus with Analytic Geometry I (MA)	3/4	<input type="checkbox"/>		Grade of C	
ENG 101or 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or 108: English for Foreign Students	3	<input type="checkbox"/>		Grade of C	
PGS course (SB):	3	<input type="checkbox"/>			
Humanities, Fine Arts & Design (HU):	3	<input type="checkbox"/>			
TRACKING TERM TWO: 16-30 CREDIT HOURS					
Complete 1 course from: ECN 211: Macroeconomic Principles (SB) - OR - ECN 212: Microeconomic Principles (SB)	3	<input type="checkbox"/>		Grade of C	<ul style="list-style-type: none"> Maintain 2.0 ASU cumulative GPA.
MAT 211: Mathematics for Business Analysis or MAT 271: Calculus with Analytic Geometry II (MA)	3/4	<input type="checkbox"/>		Grade of C	
ENG 101 or 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or 108: English for Foreign Students	3	<input type="checkbox"/>		Grade of C	
Natural Science Quantitative (SQ):	4	<input type="checkbox"/>			
SOC course (SB):	3	<input type="checkbox"/>			
TRACKING TERM THREE: 31-45 CREDIT HOURS					
Complete remaining course from: ECN 211: Macroeconomic Principles (SB) - OR - ECN 212: Microeconomic Principles (SB)	3	<input type="checkbox"/>		Grade of C	<ul style="list-style-type: none"> Completed First-Year Composition requirement Maintain 2.0 ASU cumulative GPA.
ACC 231: Uses of Accounting Information I	3	<input type="checkbox"/>		Grade of C	
Literacy and Critical Inquiry (L):	3	<input type="checkbox"/>			
Natural Science Quantitative (SQ) or General (SG):	4	<input type="checkbox"/>			
COM 100: Introduction to Human Communication or COM 225: Public Speaking (L) or COM 230: Small Group Communication or COM 259: Communication in Business and the Professions	3	<input type="checkbox"/>			
TRACKING TERM FOUR: 46-60 CREDIT HOURS					
ECN 221: Business Statistics (CS)	3	<input type="checkbox"/>		Grade of C	<ul style="list-style-type: none"> Maintain 2.0 ASU cumulative GPA. The business skill courses are critical requirements that must be completed by the end of Term Four: CIS 105, MAT 210, MAT 211, ECN 211, ACC 231, ECN 212, ACC 241, ECN 221.
ACC 241: Uses of Accounting Information II	3	<input type="checkbox"/>		Grade of C	
WPC 301: Business Forum	1	<input checked="" type="checkbox"/>		Grade of C	
ENG 301: Writing for Professions (L) OR ENG 302: Business Writing (L)	3	<input checked="" type="checkbox"/>			
Cultural Diversity (C):	3	<input type="checkbox"/>			
Historical Awareness (H):	3	<input type="checkbox"/>			
TRACKING TERM FIVE: 61-75 CREDIT HOURS					
TEM 394: Technological Entrepreneurship	3	<input checked="" type="checkbox"/>		Grade of C	
FIN 300: Fundamentals of Finance	3	<input checked="" type="checkbox"/>		Grade of C	
SCM 300: Global Supply Operations	3	<input checked="" type="checkbox"/>		Grade of C	
Upper division Humanities, Fine Arts & Design (HU):	3	<input checked="" type="checkbox"/>			
General Education Elective:	3	<input type="checkbox"/>			
TRACKING TERM SIX: 76-90 CREDIT HOURS					
OMT 394: Project and Team Management	3	<input checked="" type="checkbox"/>		Grade of C	
MGT 300: Organization & Management Leadership	3	<input checked="" type="checkbox"/>		Grade of C	
MKT 300: Marketing and Business Performance	3	<input checked="" type="checkbox"/>		Grade of C	
Upper division General Education Elective:	3	<input checked="" type="checkbox"/>			
Upper division Elective:	3	<input checked="" type="checkbox"/>			
TRACKING TERM SEVEN: 91-105 CREDIT HOURS					
Technology Focus Area course	3	<input type="checkbox"/>		Grade of C	See Additional Notes at bottom of major map for list of approved Technology concentration focus area courses.
Technology Focus Area course	3	<input type="checkbox"/>		Grade of C	
LES 305: Legal, Ethical and Regulatory Issues in Business	3	<input checked="" type="checkbox"/>		Grade of C	
Upper Division Elective:	3	<input checked="" type="checkbox"/>			
Upper Division Elective:	2	<input checked="" type="checkbox"/>			
TRACKING TERM EIGHT: 106-120 CREDIT HOURS					
Technology Focus Area course	3	<input checked="" type="checkbox"/>		Grade of C	See Additional Notes at bottom of major map for list of approved Technology concentration focus area courses.
Technology Focus Area course	3	<input checked="" type="checkbox"/>		Grade of C	
International Business course (G)	3	<input checked="" type="checkbox"/>		Grade of C	
Upper Division Elective:	3	<input checked="" type="checkbox"/>			

Graduation Requirements Summary

<i>Major Map: Business (Technology) – Bachelor of Arts (B.A.) W. P. Carey School of Business Catalog Year: 2012-2013</i>										
Total Hours (120)	Total Hrs at ASU (30)	Hrs Resident Credit for Academic Recognition (56)	Transfer UD Bus. Hrs (9 max)	Overall GPA (2.000 Min.)	BUS GPA (2.000 Min.)	Major GPA (2.000 Min.)	C Min. Req.	Total UD Hrs (51)	Total Comm. College Hrs. (64 Max)	Total Comm. Coll. Bus. Hrs. (30 Max)

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**

Additional Notes:

Choose one of the following focus areas (12 hours):		
Social Entrepreneurship:	Gaming Courses <i>(includes all pre-requisites)</i>	Digital Media <i>(includes all pre-requisites)</i>
OMT 394 (3) Creating Social Enterprises PSY 394 (3) Human-Centered Design OMT 494 (3) Global Impact Entrepreneurship ALT 494 (3) Village Energy Systems OR TEM 494 (3) Rural Village Appraisal (Study Abroad)	CPI/CST 111 (3) Game Development I CPI/CST 211 (3) Game Development II CPI/GIT 321 (3) Fundamentals of Game Art CPI/GIT 421 (3) 3-D Modeling and Texturing CPI/GIT 422 (3) 3-D Animation and Rigging for Video Games (optional)	CST 194 (3) Intro to Human-Center Computing GIT 230 (3) Digital Illustration in Publishing GIT 314 (3) Multimedia Design, Planning and Storyboards GIT 337 (3) Web Content Design GIT 418 (3) Multimedia Authoring, Scripting and Production (Optional)