

From: Heather Landes <Heather.Landes@asu.edu>
Date: Thu, 27 Oct 2011 11:47:08 -0700
To: Kay Faris <KAY.FARIS@asu.edu>
Cc: Arnold Maltz <arnie.maltz@asu.edu>, Phyllis Lucie <phyllis.lucie@asu.edu>, Thanassis Rikakis <Thanassis.Rikakis@asu.edu>, Kwang-Wu Kim <Kwang-Wu.Kim@asu.edu>
Subject: Fw: BA in Business (Technology)

Dear Kay,

See below the response from Thanassis.
I believe with this understanding about differentiation, we are fine with the proposal.

Thank you,
Heather

From: Thanassis Rikakis
Sent: Thursday, October 27, 2011 11:14 AM
To: Heather Landes
Cc: Kwang-Wu Kim
Subject: Re: BA in Business (Technology)

I am meeting with the Poly folks in December. We hope to develop a differentiation between our digital media efforts as follows:

Poly

A BS track in digital media engineering with an emphasis on tech entrepreneurship

HIDA

A BA track in Digital Culture with a concentration in tech entrepreneurship offered by Poly

Under that understanding I do not see a problem with what they are proposing

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From: Heather Landes <Heather.Landes@asu.edu>
Date: Thu, 27 Oct 2011 11:10:45 -0700
To: Thanassis Rikakis <thanassis.rikakis@asu.edu>
Cc: Kwang-Wu Kim <Kwang-Wu.Kim@asu.edu>
Subject: Fw: BA in Business (Technology)

Dear Thanassis,

Can you look this over and let me know if you see any problems?

Thanks,
Heather

From: Kay Faris
Sent: Thursday, October 27, 2011 10:48 AM
To: Heather Landes

Cc: Arnold Maltz; Phyllis Lucie

Subject: FW: BA in Business (Technology)

Heather, the attached proposal was approved today by CAPC, but Arnie Maltz, CAPC Chair, wanted us to be sure that you are aware of this proposal. The concentration is a partnership between W. P. Carey and CTI and is designed to be an opportunity to draw students to the Poly Campus. The only concern raised was whether you had any objections as apparently Herberger just developed a track that looks similar to the Digital Media focus area in this concentration. Will you please let us know whether you have any concerns on this? We are, of course, under some time constraints because of catalog copy.

Kay A. Faris

Associate Dean

W. P. Carey School of Business

Arizona State University

Tempe, AZ 85287-3406

480-965-7587 (voice)

480-965-3846 (fax)