

**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 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.
6. A list of the primary faculty participants.
7. A minimum residency requirement: How many hours of the concentration must be ASU credit?
8. Please prepare and attach a Major Map.
9. 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.
10. Attach other information that will be useful to the review committees and the Office of the Provost.

**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 concentration in Public Service and Public Policy (PSPP) prepares students for work in public, nonprofit, and private sectors through comprehensive coverage of topics in public policy and public administration. Students will become familiar with leading a public organization and the process of policy development. The program also enables students to examine the public sector through multiple lenses and address the challenges it faces in a practical way. Graduates are prepared for professional careers in public service, and the program offers preparation for students who wish to pursue graduate degrees in public administration, public policy, law, nonprofit administration, or other public service and policy-oriented areas.

**2. Contact and Support Information**

Office Location (Building & Room): BA 109

Campus Telephone Number: 480-965-4227

Program email address:

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  Current WPC Fees

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.

Increasing demand for public services and retiring baby boomers has created an increase in job opportunities for graduates in the public sector. The Partnership for Public Service estimates that the federal government alone will hire nearly 273,000 new employees by 2012 for mission-critical positions.

**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.)

**Admissions.** The minimum requirements for admission are:

1. Admission to A.S.U.
2. Submission of a current SAT Reasoning score or ACT score (we do not require the writing portion of these tests.
3. Minimum ASU and Transfer GPA of 3.00
  
6. **Keywords** List all keywords used to search for this program. Keywords should be specific to the proposed program.  
Business, Public Service, Public Policy
7. **Advising Committee Code** List the existing advising committee code associated with this degree.
8. **Minimum Math Requirement** List the minimum math course required to satisfy this degree.
9. **Math 210/Math 211**

OFFICE OF THE EXECUTIVE VICE  
PRESIDENT AND PROVOST OF  
THE UNIVERSITY

**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"/>   |  |
| <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 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"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Education & Teaching                   |   |

**PROPOSED B.A. IN BUSINESS  
(PUBLIC SERVICE & PUBLIC POLICY CONCENTRATION)**

**Admissions.** The minimum requirements for admission are:

1. Admission to A.S.U.
2. Submission of a current SAT Reasoning score or ACT score (we do not require the writing portion of these tests.
3. Minimum ASU and Transfer GPA of 3.00

**Program Requirements.\*** The program consists of at least 54 hours of course work distributed between basic skill courses, business core courses, and communications 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.

**A. Basic Skill Courses (24-26 hrs):**

Accounting (6 hrs):

- ACC 231 - Uses of Accounting Information I
- 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
- ECN 212 - Microeconomic Principles

Mathematics and Statistics (9-11 hrs):

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

**B. Business Core (15 hrs):**

- FIN 300 - Fundamentals of Finance
- LES 305 - Legal, Ethical, and Regulatory Issues in Business
- MGT 300 - Organizational Management and Leadership or
- MKT 300 - Marketing and Business Performance or
- SCM 300 - Global Supply Operations

**Additional W. P. Carey Required Courses:**

WPC 301, ENG 302, COM 100 or 225 or 230 or 259, one approved international business course, one SOC course, one PGS course.

\*In addition to the program requirements listed, students must meet all W.P. Carey Schools of Business B.A. degree requirements and ASU General Studies Requirements.

### **C. Public Service & Public Policy Concentration (18 hours):**

The concentration in Public Service and Public Policy (PSPP) prepares students for work in public, nonprofit, and private sectors through comprehensive coverage of topics in public policy and public administration. Students will become familiar with leading a public organization and the process of policy development. The program also enables students to examine the public sector through multiple lenses and address the challenges it faces in a practical way. Graduates are prepared for professional careers in public service, and the program offers preparation for students who wish to pursue graduate degrees in public administration, public policy, law, nonprofit administration, or other public service and policy-oriented areas.

Increasing demand for public services and retiring baby boomers has created an increase in job opportunities for graduates in the public sector. The Partnership for Public Service estimates that the federal government alone will hire nearly 273,000 new employees by 2012 for mission-critical positions.

Successful completion of the PSPP concentration requires completion of the following courses:

- **PAF 200 Introduction to Public Affairs:** Provides a broad introduction to the field of public service and leadership. Course topics include an overview of management, policy, urban studies and leadership in the public sector. Students learn the history and development of the public sector, as well as how it serves contemporary society.
- **PAF 300 Public Management & Administration:** Examines the context and development of the field of public administration and the role of the public manager, particularly in the management of strategic goals, human resources, budgets, finance, and delivery of services.
- **PAF 340 Public Policy:** Develops a conceptual, critical, and practical understanding of policy, the policy process, and policy analysis.
- **PAF 411 Leadership & Change:** The leader's role in bringing about significant organizational and societal change with special attention to group and organizational behavior dynamics, establishing a vision, mobilizing and empowering individuals and groups, and assessing outcomes of the change process in a variety of settings.

Students will also select two courses from the following list of approved electives:

- **PAF 302 Public Sector Research\*:** The philosophy, scope, and methods of public sector research. Course examines quantitative and qualitative methods and research design.
- **PAF 410 Leadership Skills:** Exploration, understanding and development of leadership skills including an examination of leadership theories and models from multi-disciplinary and cross-cultural points of view, an assessment of the student's leadership capabilities, and practical applications to improve individual leadership capabilities.

- **PAF 460 Public Service Ethics:** Examines the role, values, and issues of public management in the context of democratic governance, citizen participation, power structures, and professional codes of conduct, with an emphasis on developing skill in critical and ethical reasoning and decision making.
- **PAF 470 Topics in Public Economics & Financial Management\*:** This course provides an analysis of public economic practices and problems in a federal system. Consistent with the mission of the School of Public Affairs, it is more oriented toward urban fiscal problems, with only a slight touch of national economic problems. The course will present detailed descriptions, where appropriate, of significant institutions and applies modern economic theory to the ways that these institutions finance and deliver services.
- **PAF 471 Public Policy Analysis\*:** This course provides an introduction to the concepts, models, and operational methods used in public policy decisions. It aims to help students develop the skills needed for defining policy issues, identifying alternative solutions, and predicting the potential impact of policy alternatives.

\* New course proposal in progress.

#### **D. PSPP Concentration Learning Outcomes**

**Learning Outcome 1:** PSPP concentration students will demonstrate mastery of the principles of public policy and evaluation and apply that understanding through public policy analysis.

- **Measure 1.1:** Students will apply tools to conduct a public policy analysis in PAF 340 Public Policy.
  - **Performance Criterion 1.1:** At least 75% of students will earn a rating of 80% or better on their ability to analyze an important public policy issue.
- **Measure 1.2:** Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to “Write Clearly and Effectively.”
  - **Performance Criterion 1.2:** Seventy-five percent or more of surveyed students will rate their preparation at a level of “Quite a bit” or “Very Much.”

**Learning Outcome 2:** PSPP concentration students will develop skills and apply management tools to solve problems in public administration.

- **Measure 2.1:** Students will conduct a case analysis of public sector management problems in PAF 300 Public Management and Administration.
  - **Performance Criterion 2.1:** At least 75% of students will earn a rating of 80% or better on their ability to conduct and analyze a public sector management case study.
- **Measure 2.2:** Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to “Write Clearly and Effectively.”
  - **Performance Criterion 2.2:** Seventy-five percent or more of surveyed students will rate their preparation at a level of “Quite a bit” or “Very Much.”

### E. School of Public Affairs

The School of Public Affairs prides itself on the strength and reputation of its faculty, several of whom are able to teach courses in the PSPP concentration. The *U.S. News and World Report* ranks the ASU School of Public Affairs 25<sup>th</sup> overall in the nation. In addition, the graduate program in urban management was ranked 6<sup>th</sup>, the graduate program in public administration was ranked 8<sup>th</sup>, and the graduate program in budgeting and financial management was ranked 18<sup>th</sup>.

Course	Faculty	Title	Degree	Last Taught
PAF 201	Thomas Catlaw N. Joseph Cayer Janet Denhardt Robert Denhardt Joanna Lucio	Associate Professor Professor Professor Professor Assistant Professor	Ph.D. Ph.D. D.P.A. Ph.D. Ph.D.	<i>New course for Spring 2011</i>
PAF 300	N. Joseph Cayer Janet Denhardt Robert Denhardt Charlene Roach Martin Vanacour	Professor Professor Professor Faculty Associate Professor of Practice	Ph.D. D.P.A. Ph.D. Ph.D. Ph.D.	Fall 2010  Fall 2010
PAF 340	Elizabeth Corley Kim Kaan Yushim Kim Jonathan Koppell Barbara McCabe Kathryn Mohrman Laura Peck	Associate Professor Faculty Associate Assistant Professor Professor Associate Professor Professor of Practice Associate Professor	Ph.D. Ph.D. Ph.D. Ph.D. Ph.D. Ph.D. Ph.D.	Fall 2010  Spring 2010
PAF 411	Tara Blanc Janet Denhardt Robert Denhardt Eileen Eisen-Cohen Afsaneh Nahavandi	Faculty Associate Professor Professor Faculty Associate Professor	Ph.D. D.P.A. Ph.D. Ph.D. Ph.D.	Spring 2010

### F. Academic Progress

To remain "on-track", students must complete all critical courses and meet all critical requirements listed below. WPCSB students who do not stay "on-track" will be asked to meet with an academic advisor to discuss future enrollment plans.

#### Critical Courses

ACC 231 and 241; CIS 105; ECN 211, 212, and 221; FIN 300; LES 305; MGT 300; MKT 300; SCM 300; PAF 200, PAF 300, PAF 340, and PAF 411, plus two courses from the approved electives list.

#### Critical Requirements

- Maintain a 2.00 GPA in all attempts of critical courses in semesters 1-3 (see Business and Communications Program Sequence shown below)
- Maintain a 2.00 ASU GPA in semesters 1-3
- Maintain a 2.00 ASU Cumulative GPA for all semesters



- Maintain a 2.00 business core GPA
- Maintain a 2.00 communications GPA
- Earn a "C" or higher in all courses for the degree program

Approved by the Faculty Council, W. P. Carey School on November 3, 2010

Approved: Amy Hillman 11/3/2010  
Amy Hillman, Executive Dean  
W. P. Carey School of Business

**Program Sequence for BA Business and PSPP Majors**  
(Critical courses are in bold.)

Semester 1	Credits
<b>CIS 105 Computer Applications and Information Technology (GS-CS)</b>	3
<b>MAT 210 Brief Calculus</b> or <b>MAT 270 Calculus with Analytic Geometry I (GS-MA)</b>	3 or 4
ENG 101 First-Year Composition	3
PGS XXX (GS-SB)	3
Humanities (GS-HU)	3
Total	15-16

Semester 2	Credits
<b>ECN 211 Macroeconomic Principles (GS-SB)</b>	3
<b>MAT 211 Mathematics for Business Analysis</b> or <b>MAT 271 Calculus with Analytic Geometry I (GS-MA)</b>	3 or 4
ENG 102 First-Year Composition	3
SOC XXX (GS-SB)	3
elective	3
Total	15-16

Semester 3	Credits
<b>ECN 212 Microeconomic Principles (GS-SB)</b>	3
<b>ACC 231 Uses of Accounting Information I</b>	3
COM 100 Introduction to Human Communication (GS-SB) or COM 225 or COM 230 or COM 259	3
<b>PAF 200 Introduction to Public Affairs</b>	3
Laboratory Science (GS-SQ)	4
Total	16

Semester 4	Credits
<b>ECN 221 Business Statistics (GS-CS)</b>	3
<b>ACC 241 Uses of Accounting Information II</b>	3
Historical Awareness (GS-H)	3
Cultural Diversity (GS-C)	3
Laboratory Science (GS-SQ or SG)	4
Total	16

<b>Semester 5</b>	<b>Credits</b>
<b>SCM 300 Global Supply Operations</b>	3
<b>MKT 300 Principles of Marketing</b>	3
<b>PAF 300 Public Management &amp; Administration</b>	3
ENG 302 Business Writing (GS-L)	3
WPC 301 Business Forum	1
Total	13

<b>Semester 6</b>	<b>Credits</b>
<b>MGT 300 Organizational Management and Leadership</b>	3
<b>PAF 340 Public Policy</b>	3
Upper-division Humanities (GS-HU)	3
General Education Electives	6
Total	15

<b>Semester 7</b>	<b>Credits</b>
<b>FIN 300 Managerial Finance</b>	3
<b>PAF 411 Leadership &amp; Change</b>	3
<b>PSPP Elective</b>	3
International Business Course (GS-G)	3
General Education Electives	4
Total	16

<b>Semester 8</b>	<b>Credits</b>
<b>PSPP Elective</b>	3
LES 305 Legal, Ethical, and Regulatory Issues in Business	3
Elective	5
Elective	3
Total	14

Jonathan GS Koppell, *Director*

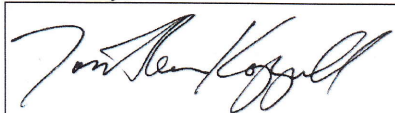
Elizabeth D. Capaldi  
Executive Vice President and Provost  
Arizona State University  
Fulton Center, 4th floor  
1151 S. Forest Avenue  
Tempe, AZ 85287-7805

November 24, 2010

Dear Provost Capaldi:

I am writing to enthusiastically endorse the addition of a concentration in Public Service and Public Policy (PSPP) to the B.A. in Business offered by the Carey School. This concentration is linked to the new PSPP undergraduate major which we are committed to growing significantly in the coming years. We will certainly maintain the capacity to serve students interested in pursuing this concentration. The PSPP concentration will fit very nicely into the innovative B.A. program and the combination represents a terrific offering to ASU students.

Sincerely,



Jonathan Koppell