

## **Proposal for a Bachelor of Arts in Business Concentration (Global Politics)**

### **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 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 or an approved statistics course.

#### **Business Core (16 hrs):**

FIN 300, LES 305, MGT 300, MKT 300, SCM 300, WPC 301

**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 and Global Politics

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

**Concentration Course Descriptions:**

See Attached “BA in Business and Global Politics”

**Summary of Concentration Courses:**

Course (Prefix and Number)	Existing Course (Yes or No)	First Semester Available	Enrollment Capacity per AY	Required (Yes or No)
POS 150	Y	F 09	120+	No
POS 350	Y	F 09	120+	No
POS 356	Y	F 09	120+	No
POS 453	Y	S 10	120+	No
POS 454	Y	F 09	120+	No
POS 160	Y	F 09	120+	No
POS 360	Y	Sum 09 F 09	120+	No
POS 300	Y	Sum 09 F 09	120+	No
POS 486	Y	Sum 09	120+	No
POS 364	Y	Sum 09	120+	No
POS 368	Y	Sum 09 F 09	120+	No
POS 351	Y	F 09	120+	No
POS 361	Y	Sum 09	120+	No

**Primary Faculty Participants:**

Course (Prefix and Number)	Current Faculty Available to Teach this Course
POS 150	Robert Youngblood, Michael Mitchell, Lecturer
POS 350	Lecturer
POS 356	Carolyn Warner
POS 453	Michael Mitchell; Magda Hinojosa
POS 454	Michael Mitchell, Magda Hinojosa
POS 160	Richard Ashley, Lecturer
POS 360	Richard Ashley, Lecturer
POS 300	Okey Iheduru, Lecturer
POS 486	Okey Iheduru, Lecturer
POS 364	Yoav Gortzak, Sheldon Simon, Lecturer, Poly (on-line)
POS 368	Roxanne Doty, Lecturer
POS 351	Lecturer
POS 351	Yoav Gortzak, Lecturer

**Names of director who will serve as the liaison between W. P. Carey and Department of Government, Politics, and Global Studies:**

Patrick J. Kenney, Chair

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

Sandra Voller; Andrew Edwards; Ria Hermann

**Demand for Graduates:**

A degree that incorporates solid business skills and global understanding will be an attractive option to students entering Arizona State University. The W. P. Carey Bachelor of Arts in Business with a Concentration in Global Politics has been designed to help students realize and analyze the relationship between business and social science. With a strong foundation in business, students will bring a new perspective to political science, global studies, and other social science courses; they will also carry the ideals and analytical concepts they have learned in these social science courses into business courses. The students in this program will think critically about global problems and integrate inquiry and action in order to become responsible and productive citizens and leaders.

Below are several anticipated career opportunities for students completing the BA in Business with a Concentration in Global Politics. It is expected that students who choose this program will have a strong interest in global business and politics; therefore, predictions for salary and demand may vary significantly depending on location (US vs. international) and sector (corporate, government, non-profit).

Job Title/Description	Expected Starting Salary	Expected Local Demand	Expected Global Demand
Legal Profession/Lawyer	40,000 – 80,000	Average growth; significantly higher in areas such intellectual property	Same
Journalist	26,000 – 40,000	Slower than average	Same
Teaching in higher education	40,000	Average	Same
Program Analyst, NGO	35,000 – 45,000	Slow in near term	Same
Public Relations Specialists	25,600 - 45,000	Faster than average	Same
Advocacy, Grantmaking, and Civic Organizations	25,000 - 45,000	Faster than average	Same
Market and Survey Researchers	30,000 - \$42,000	Faster than average	Same
Information, Political, Policy Analysts	30,000 - 42,000	Faster than average	Same

Campaign and Issue Specialists	25,000 and 40,000	Faster than average	Same
State Department, Foreign Service	42,000 – 45,000	Faster than average	Same
International Law Enforcement	42,000 – 45,000	Faster than average	Same

**Program Outcomes and Assessment:**

Using a solid foundation in business, it is expected that students pursuing a Bachelor of Arts in Business with a Concentration in Global Politics will gain a deep understanding of political cultures and concepts and how they interact with the business industry. To assess learning of students in this program, writing samples from select upper-division courses 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 the political dimension that exists in business.

May 19, 2009 - Attachment

### **BA in Business and Global Politics**

**Comparative Politics** (students must take two of the following classes).

POS 150 Comparative Government

(Study of political institutions and processes in selected countries)

POS 350 Comparative Politics

(Theoretical approaches and political institutions from a cross-national perspective)

POS 356 European Union

(History and workings of EU member states)

POS 453 South America

(Political Institutions, process and developmental problems of South American states)

POS 454 Mexico

(Study of Mexican federal, state and local governmental institutions)

**World Politics** (students must take two of the following classes).

POS 160 Global Politics

(World politics focusing on general theoretical topics and geographic areas)

POS 360 World Politics

(Theory and practice of statecraft as applied to selected issues. May be repeated for credit when topics vary.)

POS 300 Contemporary Global Controversies

(Explores key controversies in global politics)

POS 486 International Political Economy

(Approaches to historical and contemporary issues of international political economy)

**Global Issues and Problems** (students must take two of the following classes).

POS 364 National Security, Intelligence and Terrorism

(Theoretical assessment of U.S. national security policy)

POS 368 Ethics and Human Rights  
(Explores issues of ethics, morality and human rights)

POS 351 Democratization  
(Examines democracies in post-authoritarian settings)

POS 361 American Foreign Policy  
(United States in world affairs)

May 20, 2009

To: Dean Philip Regier  
From: Patrick J. Kenney  
Re: BA in Business and Global Politics

I am writing to support the creation of the BA in Business and Global Politics. The program has received support from faculty members who will be teaching in the program. In addition, we have received resources from the Provost's Office that will allow us to hire two lecturers to directly support the program.

I support the creation of this degree without hesitation. If you need further information, please let me know.

Sincerely,

Patrick J. Kenney  
Professor and Director  
School of Politics and Global Studies



**MEMORANDUM**

**TO:** Phillip Regier, Executive Dean  
W P Carey School of Business

**FROM:** Linda C. Lederman, Dean of Social Sciences  
College of Liberal Arts and Sciences

**DATE:** May 20, 2009

**SUBJECT:** BA in Business and Global Politics

A handwritten signature in black ink, appearing to read "L. Lederman", written over the "FROM:" line of the memorandum.

In reviewing the proposal for a BA in Business and Global Politics, the School of Politics and Global Studies has the curriculum that matches the interests of students in the BA program in business. The Provost's Office supports this proposal and has granted us approval to hire two lecturers to directly support the program.

I write this letter to support the creation of the BA in Business and Global Politics. I am pleased to support programs at ASU that create interdisciplinary opportunities for our students. Please feel free to contact me if you have any questions.