

Proposal for a Bachelor of Arts in Business Concentration (Law)

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.)

Proposal for a Bachelor of Arts in Business Concentration

Proposal Program Information

Name of Proposed Concentration: B.A. in Business and Law

Number of courses required and total hours: 18 credits required

Concentration Course Descriptions:

Please see attached spreadsheets for all course information requested.

Presently the LAW concentration courses (with the exception of LAW 105) will be assigned an omnibus number since they are all newly created courses.

Summary of Concentration Courses:

SEE ATTACHED

Primary Faculty Participants:

SEE ATTACHED

Names of director who will serve as the liaison between W. P. Carey and Sandra Day O'Connor College of Law:

Associate Dean Doug Sylvester

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

Assistant Dean Leslie Mamaghani

Demand for Graduates:

The College of Law and the W. P. Carey School of Business estimate that approximately 250 new freshman will enroll in the law concentration beginning in the spring 2010 semester. We anticipate enrollment growth in the concentration as it becomes more established.

Summary of Job Prospects for Graduates:

The law concentration is designed to expose students who will pursue careers in the business world to aspects of law and legal issues relevant to their career goals. The law concentration might be particularly useful to graduates who intend to start a business venture and to graduates who pursue a career in the area of corporate, organization or agency compliance. Ultimately, the LAW courses, along with a strong core business education, will give students a systematic framework in which to analyze real-world legal regulation, and corresponding business risks and liabilities.

Program Outcomes and Assessment:

Students in the law concentration have the opportunity to choose the upper division LAW courses that are the most relevant to their career goals. It is expected that as students progress through the 18 credits of LAW courses they will read, write, study and discuss numerous legal issues relating to the business world. Exposure to the LAW courses will enable them to think and analyze how and why law related issues are so important in the business world.

B.A. in Business - Law Concentration students will be given an assessment exam in their initial LAW course which will provide the basis for evaluation of their ability to analyze and write about business related issues. The students will again be given an assessment exam during their final LAW course. The results of the latter exam, as compared to the initial exam, will help to identify how well students have progressed in their ability to understand, analyze and write about issues related to law and the business world.

M E M O

TO: W.P. Carey School of Business

FROM: Paul Schiff Berman, Dean and Foundation Professor of Law
Sandra Day O'Connor College of Law

DATE: April 15, 2009

RE: Bachelor of Arts in Business with a law concentration

The College of Law proposes to partner with the W.P. Carey School of Business to offer a Bachelor of Arts in Business with a law concentration beginning in the spring 2010 semester. The concentration will initially be available to freshmen students only.

The attached proposal indicates that a minimum of 18 credits will be required for the concentration and provides some detail regarding the anticipated curriculum content. Faculty availability and new course development will require that the law concentration curriculum be reviewed and revised periodically.

The faculty of the College of Law approved the concept of a law concentration for the BA in Business at its' April 14th meeting. The minutes of that meeting are not yet available but can be forwarded if needed.

The College of Law has the necessary resources and support for the offering of a Bachelor of Arts in Business with a law concentration and we look forward to working with the School of Business on this academic partnership.

Law Concentration – Course Descriptions and Listings

Course	Title	Description
LAW 105	Structure/Methodolgy-American Legal System	This course will provide students with a working understanding of American law and the legal system, its origins, structures, applications,successes, failures and decision-making processes.
LAW 194	The Law of the Deal	This course will trace the growth of modern Commercial Law from the time of the Roman Empire into the 21st century. It should give students a grasp of the historical bases for commerical law, for the way in which commerce shapes the law and the way in which the law shapes commerce.
LAW 294	Introduction to Corporate Law	This course will cover 1) the various types of businesses that can be formed, sole proprietorships, partnerships, corporations, limited liability corporations, limited liability partnerships and the taxation issues associated with each, 2) the duties of officers of business entities and 3) stockholders rights including derivative suits. It may also cover limited sections on agency and other issues involving businesses.
LAW 394	Employment Law	A study of employment laws and legal issues of particular relevance to business entities and operations including employment at will and job security, regulated discrimination in employment, collective bargaining, safety issues and other statutory regulation of the employment relationship.
LAW 394	Intellectual Property Strategies	Intellectual Property ("IP"), by itself is of somewhat limited value to inventors and companies. The real value comes from the strategies implemented to utilize the protections and barriers offered by IP. This course will provide background on the standard types of IP - patent, copyright, trademark, and trade secret - and will also discuss the strategies available to exploit IP in a competitive environment.
LAW 394	International Business Transactions	An introduction to international laws regulating cross-border business transactions and to the structure of transnational business opportunities and risks.
LAW 394	Law and Business Globalization	An interdisciplinary analysis of how globalization

		impacts traditional international law. Course is offered as a summer study abroad program in Prague.
LAW 394	White Collar Crime & Internal Investigations	This course will focus on the process and practice of white collar and corporate crime, prosecution, defense and case resolution.
LAW 394	Dispute Resolution	A course designed to expose students to the various methods of resolving business disputes. Topics to be covered include conciliation and negotiation, mediation and arbitration.
LAW 394	Negotiating & Drafting of Business Contracts	This course will provide students the opportunity to study the basic principles of contract negotiation, drafting and interpretation.
LAW 494	Technology Venture Clinic	Selected students work on transdisciplinary teams to assist entrepreneurs and innovators in the commercialization of new technologies. Students may work on a wide array of tasks, including market research, intellectual property audits, patent searches, business entity formation, business planning, leadership team gap analysis, and many other activities to assist with the launch of new technologies into the marketplace. This will be a limited enrollment course.

Course - Credits	Title	Faculty	Existing Course	1st Semester Available -Tenative	Capacity	Required
LAW 105 - 3	Structure/Methodolgy-American Legal System	Corie Rosen, Mike Berch Paul Berman	Yes	Fall 2010	250	Yes
LAW 194 - 3	The Law of the Deal	Dale Furnish Milt Schroeder	Yes	Spring 2010	250	Yes
LAW 294 - 3	Introduction to Corporate Law	Brad Forst	No	Spring 2011	250	Yes
LAW 394 - 3	Employment Law	George Schatzki	No	Fall 2011	250	No
LAW 394 - 3	Intellectual Property Strategies	Eric Menkhus Charles	No	Fall 2011	250	No
LAW 394 - 3	International Business Transactions	Calleros	No	Spring 2011	250	No
LAW 394 - 3	Law and Business Globalization	Douglas Cohen	No	Summer 2010	30	No
LAW 394 - 3	White Collar Crime & Internal Investigations	Jim Belanger	No	Spring 2011	250	No
LAW 394 - 3	Dispute Resolution	TBD	No	TBD	250	No
LAW 394 - 3	Negotiating & Drafting of Business Contracts	Susan Chesler	No	TBD	250	No
LAW 494- varies	Technology Venture Clinic	Eric Menkhus	No	Fall 2011	2-3	No

