

The completed and signed proposal should be submitted by the Dean’s Office to: curriculumplanning@asu.edu. 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 Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

Definition and minimum requirements:

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

- A concentration requires a minimum of 15 credit hours of which at least nine credit hours must be upper division. Specialized concentrations (e.g., Bachelor of Science in Interdisciplinary Studies concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college, the approval of each college Dean is required.

College/School/Institute: W. P. Carey School of Business
Department/Division/School: Dean’s Office
Proposing Faculty Group (if applicable): W. P. Carey School of Business
Are two or more academic units collaborating on this program? No, this is not a joint degree program

If “Yes”, list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.

Existing Degree and Major under which this concentration will be established: Business, BA
Proposed Concentration Name: Health Care
What is the first catalog year available for students to select on the undergraduate application for this this program? 2018-19

Delivery method and campus or location options: *select all locations that apply*

- Downtown Phoenix Polytechnic Tempe Thunderbird West Other: ASU Online
- Both on-campus and** **ASU Online*** - (check applicable campus(es) from options listed above)
- ASU Online only (all courses online and managed by ASU Online)

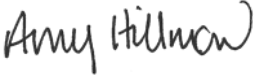
Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

Proposal Contact

Name: Michele Pfund **Title:** Associate Dean of Undergraduate Programs
Phone number: 480 965 6409 **Email:** michele.pfund@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Amy Hillman
Signature:  **Date:** 9/16/2017
College/School/Division Dean name: _____
(if more than one college involved)
Signature: _____ **Date:** / /20

Note: An electronic signature, an email from the dean or dean’s designee, or a PDF of the signed signature page is acceptable.

OVERVIEW

- A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc.).

The B.A. in Business with a concentration in Health Care will provide students with a strong foundation of core business skills as well as critical technical skills for careers in the evolving health care industry. The Health Care concentration share the business courses of other concentrations in the degree program, while the concentration courses fill an opportunity in the health care field.

- B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

As the population in the US ages, health care is a critical issue that is only becoming more prominent. Many students want to enter the health care sector, but not necessarily as care providers. The B.A. in Business with a concentration in health care will provide students with the business skills to serve in administrative or managerial roles with core training in the focus area of the student's choosing.

The courses in the concentration are a combination of the College of Nursing and Health Innovation, College of Health Solutions, New College, and W. P. Carey courses, blending the unique strengths of the colleges into one degree experience. Since this degree will be offered at the West Campus, it will serve to boost enrollment for all the Colleges, as well as assist with branding the West Campus as a destination within ASU and in Arizona.

1. Support and Impact

- A. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic units need to be included with this proposal submission.)

The College of Nursing and Health Innovation offers a Health Care Coordination, a Health Care Innovation, and a Community Health program. The College of Health Solutions offers a Science of Health Care Delivery program. The B.A. in Business with a concentration in Health Care would be complementary for students who are interested in these areas but also interested in business. It will also be attractive to students in business administration and human resources who wish to better understand health care administration.

- B. Attach a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

2. Academic Curriculum and Requirements

- A. Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact uoeee@asu.edu with any questions.

B. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

Required Core Courses for the Degree/Major				
Prefix	Number	Title	Is this a new Course?	Credit Hours
ACC	231	Uses of Accounting Information I	No	3
ACC	241	Uses of Accounting Information II	No	3
AGB	302	International Management and Agribusiness OR ECN 306 Survey of International Economics OR MGT 302 Principles of International Business OR MKT 425 Global Marketing Management OR SCM 463 Global Supply Chain Management	No	3
CIS	105	Computer Applications and Information Technology	No	3
COM	100	Introduction to Human Communication OR COM 225 Public Speaking OR COM 230 Small Group Communication OR COM 259 Communication in Business and the Professions	No	3
ECN	211	Macroeconomics Principles	No	3
ECN	212	Microeconomic Principles	No	3
ECN	221	Business Statistics	No	3
ENG	101	First-Year Composition OR ENG 105 Advance First-Year Composition OR ENG 107 First-Year Composition	No	3
ENG	102	First-Year Composition OR ENG 108 First-Year Composition	No	3
ENG	302	Business Writing OR ENG 301 Writing for the Professions	No	3
FIN	300	Fundamentals of Finance	No	3
LES	305	Business Law and Ethics for Managers	No	3
MAT	210	Brief Calculus	No	3
MAT	211	Mathematics for Business Analysis	No	3
MGT	300	Organization and Management Leadership	No	3
MKT	300	Marketing and Business Performance	No	3
PSY	XXX	PSY prefix course with SB designation	No	3
SCM	300	Global Supply Operations	No	3
SOC	XXX	SOC prefix course with SB designation	No	3
WPC	101	Student Success in Business	No	1
WPC	300	Problem Solving and Actionable Analytics	No	3
WPC Career Preparation Courses – 1 credit total (students can be on FTF track or transfer student track)				
WPC Career Preparation Courses - FTF track				
WPC	148	Freshman Career Preparation	Yes	0.25

WPC	248	Sophomore Career Preparation	Yes	0.25
WPC	348	Junior Career Preparation	Yes	0.25
WPC	448	Intensive Career Preparation OR WPC 449: Campus to Career	Yes	0.25
WPC Career Preparation Courses – Transfer Student track				
WPC	347	Intensive Career Preparation	Yes	0.5
WPC	348	Junior Career Preparation	Yes	0.25
WPC	448	Intensive Career Preparation OR WPC 449: Campus to Career	Yes	0.25
<i>Section sub-total:</i>				64
Required Concentration Courses				
Prefix	Number	Title	Is this a new Course?	Credit Hours
BIO	293	The Health Sciences Workplace (course number and title changing from BIO 393 Careers in Natural and Health Services to BIO 293 The Health Sciences Workplace in fall 2018)	No	3
WPC	470	Business Administration Capstone	No	3
<i>Section sub-total:</i>				6
Elective Concentration Courses (5 Different Tracks – students choose one track and then 4 courses within that track)				
Prefix	Number	Title	Is this a new Course?	Credit Hours
Health Care Analytics Track – 4 courses (12 credits)				
CIS	235	Introduction to Information Systems	No	3
CIS	308	Advanced Excel in Business	No	3
CIS	310	Business Data Visualization	No	3
CIS	405	Business Intelligence	No	3
Health Care Coordination Track – 4 courses (12 credits)				
HCR	302	Social Determinants of Health	No	3
HCR	321	Advanced Concepts for Health Care Coordination	No	3
HCR	420	Professional Role Development: Health Care Coordination	No	3
HCR	422	Policy and Financial Principles in Health Care Coordination	No	3
Health Care Community Track - 4 courses (12 credits)				
HCR	231	Fundamentals of Community Health (course number changing to HCR 231 from HCR 330 for fall 2018)	No	3
HCR	335	Program Development and Management for Community Health	No	3
HCR	430	Foundation to Health Care Systems	No	3
HCR	435	Leaders in Community Health	No	3
Health Care Innovation – choose 4 courses (12 credits)				
HCI	311	Health Innovation: Foundational Concepts	No	3
HCI	421	Health Care Policy: The Innovator’s View	No	3
HCI	425	Facilitating Innovation to Achieve Outcomes	No	3

HCI	428	Technology: A Tool to Advance Innovation in Health Care	No	3
Health Care Delivery – choose 4 courses (12 credits)				
HCD	302	Health Care Management	No	3
HCD	303	Global Health Care Systems	No	3
HCD	304	Health Care Finance	No	3
HCD	330	Health Care Systems in the U.S.	No	3
HCD	401	Leadership and Professionalism	No	3
HCD	402	Health Economics	No	3
HCD	403	Process Engineering	No	3
<i>Section sub-total:</i>				12
Other Concentration Requirements				Credit Hours
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
<i>Section subtotal:</i>				
Total minimum credit hours required for concentration				85

C. A minimum residency requirement: How many hours of the concentration must be ASU credit?

12 hours resident credit is required in the concentration.

D. Provide a brief course description for each new course.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this concentration is put on the CAPC agenda.

No new courses are being developed for this program. However, two courses are being renumbered in support of this program (BIO 393 -> BIO 293 and HCR 330 -> HCR 231).

3. Administration and Resources

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Current resources will be used to provide admissions, advisement, and retention support for this program. The W. P. Carey School has a well-developed process in place for these functions.

B. What are enrollment projections for the next three years?

	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	50	150	300

- C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

The W. P. Carey School will monitor resource needs and acquire as appropriate.

- D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Rick Hall	Clinical Professor	Innovation, Entrepreneurship, Nutrition, Health
Brenda Hosley	Clinical Associate Professor	Community Health, Health Care Coordination, Integrative Health, Mental Health
Dean Chiarelli	Clinical Assistant Professor	Community Health, Nutrition, Dietetics, Health Education, Exercise Physiology, Food Safety
Caryn Unterschuetz	Instructor	Innovation, Entrepreneurship, Health Ethics, Systems Thinking, Nursing
Cathy Lalley	Clinical Assistant Professor	Innovation, Entrepreneurship, Health Information technology/Health Informatics, Nursing
Janet Mar	Instructor	Health Ethics, Integrative Health, Health Care Coordination, Culture and Health, Nursing
Matthew Sopha	Clinical Assistant Professor	Information Systems
Linda Prince	Lecturer	Information Systems
Alan Simon	Lecturer	Information Systems, Data Analytics

4. Additional Materials

- A. Prepare and attach a Major Map. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Please use the "proposed map" function to create a Major Map in [BAMM](#). Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.
- B. *Complete and attach the Appendix document.*
- C. Attach other information that will be useful to the review committees and the Office of the University Provost.

**APPENDIX
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**

(This information is used to populate the Degree Search/catalog website.
Please consider the student audience in creating your text.)

Proposed Major and Concentration Name: BA Business (Health Care)

1. Marketing Description (*Optional. 50 words maximum. The marketing description should not repeat content found in the program description.*)

2. Program Description (150 words maximum)

The BA program in business with a concentration in health care prepares students to operate within the challenging and dynamic health care industry by helping them develop skills and acquire knowledge through one of its five specialized tracks — health care analytics, communication, coordination, innovation and delivery. Students graduating from the program go on to pursue careers in health care management and leadership by developing an ability to understand different stakeholders in these often-complex environments.

3. Contact and Support Information

Building code and room number: (Search ASU map) FAB N101
 Program office telephone number: (i.e. 480/965-2100) 602/543-6200
 Program Email Address: wpcadmissions@asu.edu
 Program Website Address: <https://wpcarey.asu.edu/undergraduate-degrees/admission-requirements>

4. 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

5. Delivery/Campus Information Options

Both, On-Campus and ASU Online

Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.

6. Campus/Locations *indicate all locations where this program will be offered.*

- Downtown Phoenix Polytechnic Tempe Thunderbird West Other: ASU Online

7. Career Opportunities & Concentration(s)

Provide a brief description of career opportunities available for this degree program with the proposed concentration. (150 words maximum)

This program provides students with core business skills such as computer information systems, accounting, basic economic theory, finance, management, marketing and supply chain management as well as in depth knowledge in relation to the business of health care. This prepares students for careers in the public or private health care setting related to health care management, administration, access, analytics and policy setting.

8. Additional Freshman Admission Requirements

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

9. Additional Transfer Admission Requirements

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside the W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer credit hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the Exploratory Social and Behavioral Sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer credit hours who are not admissible to the College of Integrative Sciences and Arts will be contacted to select an appropriate major.

10. Change of Major Requirements

Standard change of major text is as follows: Students should refer to <https://students.asu.edu/changingmajors> for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

A current ASU student, outside of business, must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA to change a major to this W. P. Carey program.

11. Keywords

List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

Business, Health, Health Care, Administration, Coordination, Delivery, Analytics, Innovation

12. Advising Committee Code

List the existing advising committee code associated with this degree.

UGBA23, UGBAOHC

*Note: If a new advising committee needs to be created, please complete the following form:
Proposal to create an undergraduate advising committee*

13. Western Undergraduate Exchange (WUE) Eligible

Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for [WUE](#)?

No

Note: No action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.

14. First Required Math Course

List the first math course required in the major map.

MAT 210

15. Math Intensity

- a. List the highest math required on the major map. (This will not appear on Degree Search.)

MAT 211

- b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity>

Moderate

16. ONET Codes

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: <http://www.onetonline.org/crosswalk/SOC/>. Alternate titles displayed on Degree Search may vary and can be found at: <https://catalog.asu.edu/alternate-career-titles>.

11-9111.00	11-2031.00
11-9151.00	11-3131.00
11-9199.01	21-1091.00
11-9199.02	11-1021.00
11-2011.00	13-1199.00

17. 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 | <input type="checkbox"/> Health & Wellness |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Humanities |
| <input checked="" type="checkbox"/> Business | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Communications & Media | <input type="checkbox"/> Law, Justice & Public Service |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> Science |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Exploratory | |






- B. Select **one (1)** secondary area of interest from the list below that applies to this program.


- | | |
|--|---|
| <input type="checkbox"/> Architecture & Construction | <input checked="" type="checkbox"/> Health & Wellness |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Humanities |
| <input type="checkbox"/> Business | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Communications & Media | <input type="checkbox"/> Law, Justice & Public Service |
| <input type="checkbox"/> Computing & Mathematics | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> Science |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Exploratory | |

2018 - 2019 Major Map
 Business (Health Care), (Proposed)

School/College:
 QGDIRII

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		<ul style="list-style-type: none"> • An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses • Mathematics Placement Assessment score determines placement in mathematics course • ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. WPC 101 is the W. P. Carey School course that meets this requirement. See academic advisor for appropriate Student Success course requirement if not a first-time freshman • Join a student club or organization • Organize and track your activities, events, and experiences with WPC 360 • Create your first college resume
CIS 105: Computer Applications and Information Technology (CS)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 210: Brief Calculus (MA)	3	C	
SOC OR PSY course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		

Term 2 16 - 31.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		<ul style="list-style-type: none"> • Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. • Attend W. P. Carey and ASU Career Fairs • Continue using WPC 360 • Join the W. P. Carey mentorship programs • Explore student leadership opportunities in W. P. Carey
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 211: Mathematics for Business Analysis	3	C	
WPC Career Preparation Course	0.25		
SOC OR PSY course (SB)	3		
 Complete CIS 105 with a grade of "C" or better.			
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Complete MAT 210 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15.25		

Term 3 31.25 - 47.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none"> • Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. • Explore career resources
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ECN 221: Business Statistics (CS)	3	C	
WPC Career Preparation Course	0.25		

General Education Elective	3
Natural Science - Quantitative (SQ)	4
◆ Complete ECN 211 or ECN 212 course(s) with a grade of "C" or better.	
◆ Complete MAT 211 with a grade of "C" or better.	
◆ Minimum 2.00 GPA ASU Cumulative.	
Complete Mathematics (MA) requirement.	
Term hours subtotal:	16.25

- Meet with your **W. P. Carey Career Coach**

Term 4 47.50 - 61.50 Credit Hours Critical course signified by ◆	Hours	Minimum Grade	Notes
◆ BIO 293: The Health Sciences Workplace	3	C	<ul style="list-style-type: none"> • Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. • Attend W. P. Carey and ASU career fairs • Apply for internships or create one • Develop your professional online presence
ACC 241: Uses of Accounting Information II	3	C	
Cultural Diversity in the U.S. (C)	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Upper Division Elective	1		
◆ Complete ACC 231 with a grade of "C" or better.			
◆ Complete ECN 221 with a grade of "C" or better.			
◆ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	14		

Term 5 61.50 - 76.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MGT 300: Organization and Management Leadership	3	C	<ul style="list-style-type: none"> • Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program. • Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. • Meet with your W. P. Carey Career Coach • Update your resume
★ SCM 300: Global Supply Operations	3	C	
ENG 302: Business Writing (L) OR ENG 301: Writing for the Professions (L)	3		
MKT 300: Marketing and Business Performance	3	C	
WPC Career Preparation Course	0.25		
Business Health Care Track Course	3	C	
★ Complete ACC 241 with a grade of "C" or better.			
Term hours subtotal:	15.25		

Term 6 76.75 - 91.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Business Health Care Track Course	3	C	<ul style="list-style-type: none"> • Complete informational interviews • Complete an in person or virtual practice interview with your W. P. Carey Career Coach
WPC 300: Problem Solving and Actionable Analytics	3	C	
Upper Division International Business Elective AND Global Awareness (G)	3	C	
Upper Division General Education Elective	3		
Literacy and Critical Inquiry (L)	3		
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	15		

Term 7 91.75 - 106.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Business Health Care Track Course	3	C
FIN 300: Fundamentals of Finance	3	C
LES 305: Business Law and Ethics for Managers	3	C
Upper Division Business Health Care Track Course	3	C
Upper Division Elective OR WPC 484: Internship	3	
Term hours subtotal:	15	

- All Upper Division Business Core Classes (Including International Business Course) must be completed before enrolling in WPC 470
- Attend **W. P. Carey** and **ASU** Career Fairs
- Gather **professional references**
- Update your **resume**

★ Term 8 106.75 - 120.00 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
★ WPC 470: Business Administration Capstone	3	C	• Apply for full-time career opportunities
WPC Career Preparation Course	0.25		
Upper Division Humanities, Arts and Design (HU)	3		
Complete 2 courses:			
Upper Division Elective	4		
Elective	3		
Term hours subtotal:	13.25		

- W. P. Carey School of Business students may not use courses with the following prefixes to satisfy General Education course requirements: ACC, AGB, BUA, BUS, CIS, COB, ECN, FIN, GLB, HAS, HRM, IBS, ISM, LES, MGT, MKT, OPM, PGM, QBA, REA, SCM, WPC.
- Courses that qualify as meeting the General Education course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.
- **ASU Language Placement:** Only true beginners are eligible for 101-level courses. All other students are required to take a placement exam, regardless of prior credit earned.

Hide Course List(s)/Track Group(s)

WPC Career Preparation Courses (1 credit hr total)	WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)	Health Care Analytics - 4 courses (12 credit hours)
WPC 148: Freshman Career Preparation	WPC 347: Intermediate Career Preparation	CIS 235: Introduction to Information Systems
WPC 248: Sophomore Career Preparation	WPC 348: Junior Career Preparation	CIS 308: Advanced Excel in Business
WPC 348: Junior Career Preparation	WPC 448: Intensive Career Preparation or WPC 449: Campus to Career	CIS 310: Business Data Visualization
WPC 448: Intensive Career Preparation or WPC 449: Campus to Career		CIS 405: Business Intelligence
Health Care Community - 4 courses (12 credit hours)	Health Care Coordination - 4 courses (12 credit hours)	Health Care Delivery - select 4 courses (12 credit hours)
HCR 231: Fundamentals of Community Health	HCR 302: Social Determinants of Health	HCD 302: Health Care Management
HCR 335: Program Development and Management for Community Health	HCR 321: Advanced Concepts for Health Care Coordination	HCD 303: Global Health Care Systems (G)
HCR 430: Foundation to Health Care Systems	HCR 420: Professional Role Development: Health Care Coordination	HCD 304: Health Care Finance
HCR 435: Leaders in Community Health	HCR 422: Policy and Financial Principles in Health Care Coordination	HCD 330: Health Care Systems in the U.S.
		HCD 401: Leadership and Professionalism
		HCD 402: Health Economics

Health Care Innovation - 4 courses (12 credit hours)	Upper Division International Business Course- select one course (3 credit hours)	HCD 403: Process Engineering General Studies Electives
HCI 311: Health Innovation: Foundational Concepts	AGB 302: International Management and Agribusiness (G)	ARB 101: Elementary Arabic I
HCI 421: Health Care Policy: The Innovator's View	ECN 306: Survey of International Economics (SB & G)	ARB 102: Elementary Arabic II
HCI 425: Facilitating Innovation to Achieve Outcomes	MGT 302: Principles of International Business (G)	BIO 320: Fundamentals of Ecology
HCI 428: Technology: A Tool to Advance Innovation in Health Care	MKT 425: Global Marketing Management (G)	CHI 205: Chinese Calligraphy
	SCM 463: Global Supply Chain Management (G)	COM 207: Introduction to Communication Inquiry
		COM 259: Communication in Business and the Professions
		COM 281: Communication Activities
		COM 310: Relational Communication
		COM 312: Communication, Conflict, and Negotiation
		COM 317: Nonverbal Communication
		COM 341: Social Contexts for Performance
		COM 414: Crisis Communication
		COM 430: Leadership in Group Communication
		COM 453: Communication Training and Development
		COM 465: Intercultural Communication Workshop
		ENG 210: Introduction to Creative Writing
		ENG 213: Introduction to the Study of Language
		ENG 310: Intermediate Creative Writing
		ENG 314: Modern Grammar
		ENG 345: Selected Authors or Issues
		FAS 301: Introduction to Parenting
		FRE 111: Fundamentals of French
		FRE 472: Franco-Canadian Civilization
		GCU 433: Geography of Southeast Asia
		GER 101: Elementary German I (G)
		GER 102: Elementary German (G)
		GER 111: Fundamentals of German
		GRK 101: Elementary Ancient Greek
		GRK 201: Intermediate Ancient Greek

HST 389: Japan Society and Values/Premod

IDN 101: Elementary Indonesian I

IDN 102: Elementary Indonesian II

ITA 420: Italian Cinema (L & G)

JPN 206: Japanese Calligraphy

JPN 414: Introduction to Classical Japanese

KOR 101: First-Year Korean I

KOR 102: First-Year Korean II

General Studies Electives Continued

LAT 101: Elementary Latin

LAT 102: Elementary Latin

MAT 242: Elementary Linear Algebra

MAT 243: Discrete Mathematical Structures

MAT 310: Introduction to Geometry

MAT 342: Linear Algebra

MAT 362: Advanced Mathematics for
Engineers and Scientists

MAT 370: Intermediate Calculus

MAT 371: Advanced Calculus I

MAT 372: Advanced Calculus II

MAT 410: Introduction to General Topology

MAT 415: Introduction to Combinatorics

MAT 416: Introduction to Graph Theory

MAT 442: Advanced Linear Algebra

MAT 443: Introduction to Abstract Algebra

MAT 444: Intermediate Abstract Algebra

MAT 445: Theory of Numbers

MAT 460: Vector Calculus

MAT 461: Applied Complex Analysis

MAT 462: Applied Partial Differential
Equations

MAT 472: Intermediate Real Analysis I

MAT 475: Differential Equations

MAT 485: History of Mathematics

POR 101: Elementary Portuguese

ROM 101: Elementary Romanian

ROM 201: Intermediate Romanian

ROM 313: Romanian Composition and
Conversation

ROM 314: Romanian Composition and
Conversation

RUS 101: Elementary Russian I

RUS 102: Elementary Russian II

SHS 101: American Sign Language I

SHS 102: American Sign Language II

SHS 201: American Sign Language III

SHS 202: American Sign Language IV

SPA 101: Elementary Spanish I

SPA 102: Elementary Spanish II

SPA 111: Fundamentals of Spanish

SPA 315: Advanced Spanish I for Bilinguals
(C)

SPA 316: Advanced Spanish II for Bilinguals
(L & C)

SPA 434: Drama of the Golden Age

SPA 454: 19th-Century Spanish American
Narrative

SPA 456: 20th-Century Spanish American
Fiction

SPA 486: Chicano/a Novel: *Áltime*, *Rafa* y
Lala

SPA 487: Chicano/a Drama: *Pachucos*,
Vendidos y *Cerezitas* (C)

THA 101: Elementary Thai I

THA 102: Elementary Thai II

Total Hours: 120.00

Upper Division Hours: 50 minimum

Major GPA: 2.00 minimum

Cumulative GPA: 2.00 minimum

Total hrs at ASU: 30 minimum

Hrs Resident Credit for

Academic Recognition: 56 minimum

Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-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

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

2018 - 2019 Major Map
 Business (Health Care) , (Proposed)

School/College:
 HDNPTQC

Term 1 - A 0 - 7 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ CIS 105: Computer Applications and Information Technology (CS)	3	C	<ul style="list-style-type: none"> • An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses • Mathematics Placement Assessment score determines placement in mathematics course • ASU 101 or College specific equivalent First Year Seminar required of all freshman students. W. P. Carey students take WPC 101 to fulfill this requirement • Join a student club or organization • Create your first college resume
⚠ WPC 101: Student Success in Business	1		
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Term hours subtotal:	7		

Term 1 - B 7 - 16 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ MAT 210: Brief Calculus (MA)	3	C	<ul style="list-style-type: none"> • View ASU Online first-time freshmen registration information here.
SOC course (SB) OR PSY course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
⚠ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		

Term 2 - A 16 - 25 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ MAT 211: Mathematics for Business Analysis	3	C	<ul style="list-style-type: none"> • Attend W. P. Carey and ASU Career Fairs • Continue using WPC 360 • Join the W. P. Carey mentorship programs
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Term hours subtotal:	9		




Term 2 - B 25 - 31.25 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		
SOC course (SB) OR PSY course (SB)	3		
WPC Career Preparation Course	0.25		
⚠ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
⚠ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	6.25		

Term 3 - A 31.25 - 37.50 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ ACC 231: Uses of Accounting Information I	3	C	

Elective	3
WPC Career Preparation Course	0.25
Term hours subtotal:	6.25

- Explore [career resources](#).
- Meet with your [W. P. Carey Career Coach](#)

Term 3 - B 37.50 - 46.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
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 ACC 241: Uses of Accounting Information II	3	C
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C
General Studies Elective	3	
 Complete ECN 211 AND ECN 212.		
 Minimum 2.00 GPA ASU Cumulative.		
Complete Mathematics (MA) requirement.		
Term hours subtotal:	9	

Term 4 - A 46.50 - 53.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
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 ECN 221: Business Statistics (CS)	3	C
Natural Science - Quantitative (SQ)	4	
Term hours subtotal:	7	

- Attend [W. P. Carey](#) and [ASU](#) career fairs
- Apply for [internships](#) or create one

Term 4 - B 53.50 - 59.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
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 BIO 293: The Health Sciences Workplace	3	
Cultural Diversity in the U.S. (C)	3	
 Minimum 2.00 GPA ASU Cumulative.		
Term hours subtotal:	6	

Term 5 - A 59.50 - 68.50 Credit Hours Necessary course signified by 	Hours	Minimum Grade	Notes
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 SCM 300: Global Supply Operations	3	C
WPC 300: Problem Solving and Actionable Analytics	3	C
Upper Division General Education Elective	3	
Term hours subtotal:	9	


- Meet with your [W. P. Carey Career Coach](#)

Term 5 - B 68.50 - 74.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade	Notes
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 MGT 300: Organization and Management Leadership	3	C
Business Health Care Track Course	3	C
WPC Career Preparation Course	0.25	
Term hours subtotal:	6.25	

- Students pursuing concurrent degrees within [W. P. Carey](#) cannot share coursework in the major. Major coursework must be unique to each degree program.

Term 6 - A 74.75 - 81.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade	Notes
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 MKT 300: Marketing and Business Performance	3	C
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4	
Term hours subtotal:	7	

- Complete [informational interviews](#)

Term 6 - B 81.75 - 90.75 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
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★	Hours	Grade	Notes
★ FIN 300: Fundamentals of Finance	3	C	
★ Upper Division Business Health Care Track Course	3		
★ Upper Division International Business Elective AND Global Awareness (G)	3	C	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:		9	

Term 7 - A 90.75 - 99.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Business Health Care Track Course	3		<ul style="list-style-type: none"> All Upper Division Business Core Classes (Including International Business Course and WPC 301) must be completed before enrolling in WPC 480 Attend W. P. Carey and ASU Career Fairs
ENG 302: Business Writing (L) OR ENG 301: Writing for the Professions (L)	3		
Upper Division Elective	3		
Term hours subtotal:		9	

Term 7 - B 99.75 - 105.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ LES 305: Business Law and Ethics for Managers	3	C	
★ Upper Division Business Health Care Track Course	3		
Term hours subtotal:		6	

Term 8 - A 105.75 - 114.00 Credit Hours	Hours	Minimum Grade	Notes
WPC Career Preparation Course	0.25		<ul style="list-style-type: none"> Apply for full-time career opportunities
Upper Division Humanities, Arts and Design (HU)	3		
Literacy and Critical Inquiry (L)	3		
Upper Division Elective	2		
Term hours subtotal:		8.25	

Term 8 - B 114.00 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ WPC 470: Business Administration Capstone	3	C	
Upper Division Elective	3		
Term hours subtotal:		6	

- Courses that qualify as meeting the General Studies course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.

Hide Course List(s)/Track Group(s)

WPC Career Preparation Courses (1 credit hr total)	WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)	Health Care Analytics - 4 courses (12 credit hours)
WPC 148: Freshman Career Preparation	WPC 347: Intermediate Career Preparation	CIS 235: Introduction to Information Systems
WPC 248: Sophomore Career Preparation	WPC 348: Junior Career Preparation	CIS 308: Advanced Excel in Business

WPC 348: Junior Career Preparation	WPC 448: Intensive Career Preparation or WPC 449: Campus to Career	CIS 310: Business Data Visualization
WPC 448: Intensive Career Preparation or WPC 449: Campus to Career		CIS 405: Business Intelligence
Health Care Community - 4 courses (12 credit hours)	Health Care Coordination - 4 courses (12 credit hours)	Health Care Delivery - select 4 courses (12 credit hours)
HCR 231: Fundamentals of Community Health	HCR 302: Social Determinants of Health	HCD 302: Health Care Management
HCR 335: Program Development and Management for Community Health	HCR 321: Advanced Concepts for Health Care Coordination	HCD 303: Global Health Care Systems (G)
HCR 430: Foundation to Health Care Systems	HCR 420: Professional Role Development: Health Care Coordination	HCD 304: Health Care Finance
HCR 435: Leaders in Community Health	HCR 422: Policy and Financial Principles in Health Care Coordination	HCD 330: Health Care Systems in the U.S.
		HCD 401: Leadership and Professionalism
		HCD 402: Health Economics
		HCD 403: Process Engineering
Health Care Innovation - 4 courses (12 credit hours)	Upper Division International Business Course-select one course (3 credit hours)	General Studies Electives
HCI 311: Health Innovation: Foundational Concepts	AGB 302: International Management and Agribusiness (G)	BIO 320: Fundamentals of Ecology
HCI 421: Health Care Policy: The Innovator's View	ECN 306: Survey of International Economics (SB & G)	COM 207: Introduction to Communication Inquiry
HCI 425: Facilitating Innovation to Achieve Outcomes	MGT 302: Principles of International Business (G)	COM 259: Communication in Business and the Professions
HCI 428: Technology: A Tool to Advance Innovation in Health Care	MKT 425: Global Marketing Management (G)	COM 312: Communication, Conflict, and Negotiation
	SCM 463: Global Supply Chain Management (G)	COM 414: Crisis Communication
		COM 430: Leadership in Group Communication
		COM 453: Communication Training and Development
		ENG 210: Introduction to Creative Writing
		ENG 310: Intermediate Creative Writing
		ENG 345: Selected Authors or Issues
		FAS 301: Introduction to Parenting
		MAT 242: Elementary Linear Algebra
		MAT 243: Discrete Mathematical Structures
		POR 101: Elementary Portuguese
		ROM 101: Elementary Romanian
		SPA 101: Elementary Spanish I
		SPA 102: Elementary Spanish II

Total Hours: 120.00

Upper Division Hours: 50 minimum

General University Requirements Legend

General Studies Core Requirements:

Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-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

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

Date: 12/18/2017 Program Name: BA in Business (Health Care) Status: UOEEE Provisional Approval

Comment

Assessment Plan

Outcome 1:	Students will demonstrate proficiency in critical thinking
Measure 1.1	Students will analyze a case study and develop a solution to a number of strategy-related problems/issues in WPC 470
Performance Criterion 1.1	At least 75% of the sampled students who complete the case will achieve a score of 70% or greater thus demonstrating critical thinking and analysis
Measure 1.2	Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to "Think Critically and Analytically";
Performance Criterion 1.2	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";
Measure 1.3	Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Think Critically and Analytically";
Performance Criterion 1.3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";
Outcome 2:	Students will demonstrate a proficiency in communications
Measure 2.1	Students will communicate a solution to a number of strategy-related problems/issues in WPC 470
Performance Criterion 2.1	At least 75% of the sampled students will achieve a score of 70% or greater on their ability to communicate their solution to a number of strategy-related problems/issues
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	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";
Measure 2.3	Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Write Clearly and Effectively";
Performance Criterion 2.3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";
Outcome 3:	Students will demonstrate proficiency in discipline-specific knowledge
Measure 3.1	Students will analyze a case study and develop a solution to a number of strategy-related problems/issues in WPC 470
Performance Criterion 3.1	At least 75% of the sampled students who complete the case will achieve a score of 70% or greater thus demonstrating cybernetics knowledge
Measure 3.2	Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to "Acquire job or work-related knowledge and skills";
Performance Criterion 3.2	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";
Measure 3.3	Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Acquire job or work-related knowledge and skills";
Performance Criterion 3.3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit"; or "Very Much";

Outcome 4:

Measure 4.1

Performance Criterion 4.1

Measure 4.2

Performance Criterion 4.2

Measure 4.3

Performance Criterion 4.3

Outcome 5:

Measure 5.1

Performance Criterion 5.1

Measure 5.2

Performance Criterion 5.2

Measure 5.3

Performance Criterion 5.3

If you would like to make additional revisions to the plan, please make revisions to this document and email to wkrause@asu.edu.

July 28, 2017

Re: Letter of Support for HCD Coursework in BA in Business Administration (Health Administration track) degree - amended

Dear Colleagues:

The School for the Science of Health Care Delivery within College of Health Solutions is willing to teach the following courses at least once per year (twice if demand requires) to support a Health Administration track within the BA in Business Administration degree. The proposed Major Map for the BA Business Administration (Health Administration track) requires students to choose three courses from the following list to satisfy track requirements:

HCD 302 Health Care Management
HCD 304 Health Care Finance
HCD 303 Global Health Care Systems
HCD 330 Health Care Systems in the U.S.
HCD 401 Leadership and Professionalism
HCD 402 Health Economics
HCD 403 Process Engineering

The above courses will be taught at least once per year (twice per year if demand requires it) when the proposed degree begins in Fall 2018. Furthermore, several (if not all) of these courses will be available online for enhanced convenience amongst ASU West campus students.

We would also like to recommend including the following coursework for consideration, either in lieu of or as substitution for the coursework listed in the major map:

HCD 201 Economics for Health Majors or ECN 211 Macroeconomic Principles / 212
Microeconomic Principles
HCD 302 Health Care Management or MGT 300 Organization and Management Leadership
HCD 401 Leadership and Professionalism or MGT Leading Organizations

Please feel free to contact Alison.Essary@asu.edu should you have any questions or concerns.

Sincerely,

Alison C. Essary, DHSc, MHPE, PA-C
Interim Director | Clinical Professor, School for the Science of Health Care Delivery
Faculty, Barrett, the Honors College
Ph: 602.496.0843 | Alison.Essary@asu.edu

From: Todd Sandrin, Ph.D.
Re: Business (Healthcare) program proposal

July 28, 2017

Dear Colleagues:

This letter is to convey my support for New College's enthusiasm for the BABA (Healthcare) program proposal. We have worked collaboratively as a team to come up with a proposal and a plan which benefit students wanting to gain knowledge and to ultimately work in careers where specific knowledge in healthcare is necessary, and I am very optimistic about the prospects of such an offering. Furthermore, students will be able to engage with different aspects of healthcare through the different tracks proposed for this concentration, which include Healthcare Deliver, Healthcare Coordination, Healthcare Communications, and Healthcare Innovation.

I am at your disposal for any clarification and enthusiastic about this partnership.

Sincerely,



Todd R. Sandrin, Ph.D.

Dean, New College of Interdisciplinary Arts and Sciences
Vice Provost, West campus
Professor, School of Mathematical and Natural Sciences
Senior Sustainability Scientist - Julie Ann Wrigley Global Institute of Sustainability

**New College of Interdisciplinary Arts and Sciences
Office of the Dean**

Mailing Address: PO Box 37100, Phoenix, AZ 85069-7100
Street/Shipping Address: 4701 W. Thunderbird Road, Glendale, AZ 85306-4908
(602) 543-7000 Fax: (602) 543-4565
newcollege@asu.edu
<http://newcollege.asu.edu>

 **College of Nursing
and Health Innovation**

TO: Michele Pfund, Associate Dean of Undergraduate Programs, W. P. Carey School of Business

FROM: Katherine (Kathy) Kenny, Associate Dean of Academic Affairs
College of Nursing and Health Innovation

RE: Collaboration on the BA Business (Health Care)

DATE: August 7, 2017

The College of Nursing and Health Innovation is thrilled to collaborate with the W. P. Carey School of Business, New College of Interdisciplinary Arts and Sciences, and the College of Health Solutions to create an opportunity for students to pursue a BA Business (Health Care) on Arizona State University's West campus and through ASU Online. I have carefully reviewed the proposal.

Our college is committed to offering the courses necessary to support focus areas in health care coordination, community health, and health innovation both through in-person offerings at the West campus and ASU Online. We have recruitment and advising staff physically located on the West campus to support the growth and enrollment in our health courses.

This new concentration option through the BA Business combines the latest trends in business with the current knowledge of health care. The BA Business (Health Care) will be an attractive option to students with career goals in health care administration as well as managing private and public health care organizations, including hospitals, insurance companies, and health-related organizations.

On behalf of the College of Nursing and Health Innovation, I fully support the BA Business (Health Care).

Sincerely,

Katherine Kenny