

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, B.A.
 Proposed Concentration Name: Language and Culture
 What is the first catalog year available for students to select on the undergraduate application for this this program? 2019-20

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

- Downtown Phoenix Polytechnic Tempe Thunderbird West Other: _____
- 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.

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

Proposal Contact

Name: Michelle 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:

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 BA in Business with a concentration in Language and Culture will provide students with a strong foundation of core business skills as well as multilingualism and cultural literacy.

- 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 business world evolves, the need for future business leaders to understand the importance of cultural intelligence grows increasingly important. The BA Business (Language and Culture) will provide students with the multilingualism and cultural literacy necessary to thrive in this evolving business environment.

Replacing the established BA Business (Chinese Language and Culture) and BA Business (Spanish Language and Culture) programs, the Business (Language and Culture) concentration maintains the same coursework from the original Chinese and Spanish programs, while adding options for Italian or French. Students will complete a focus area in Chinese, Spanish, French or Italian to complement their business coursework. Under the guidance of the Provost's Office, a new program is being created to combine the programs, rather than modifying the existing programs. The BA in Business (Chinese Language and Culture) and (Spanish Language and Culture) will be discontinued. The courses in the concentration are a combination of School of International Letters and Cultures and W. P. Carey courses, blending the strengths of both colleges. This will serve to boost enrollment for both colleges in a complementary fashion.

1. Support and Impact

- A. Attach a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.
- B. 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 School of International Letters and Cultures offers B.A. in Asian Languages (Chinese), B.A. in French, B.A. in Italian, and B.A. in Spanish programs. New College of Interdisciplinary Arts and Sciences offers a B.A. in Spanish. The B.A. in Business with a concentration in Language and Culture would be complementary for students who are interested in these areas but are also interested in business. Administration from the School of International Letters and Cultures and New College is aware and supportive of the program.

- C. 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 UOEEE'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 ECN 335 South Asia and the World Economy OR ECN 360 Economic Development OR ECN 436 International Trade Theory OR ECN 438 International Monetary Economics OR MGT 302 Principles of International Business OR MGT 400 Cross-cultural Management 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	263	Elements of Intercultural Communication	No	3
ECN	211	Macroeconomic Principles	No	3
ECN	212	Microeconomic Principles	No	3
ECN	221	Business Statistics	No	3
ENG	101	First-Year Composition OR ENG 105 Advanced 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	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
MGT	302	Principles of International Business OR ECN 306 Survey of International Economics	No	3
MGT	459	International Management	No	3
MKT	300	Marketing and Business Performance	No	3
SCM	300	Global Supply Operations	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	No	0.25
WPC	248	Sophomore Career Preparation	No	0.25

WPC	348	Junior Career Preparation	No	0.25
WPC	448	Intensive Career Preparation OR WPC 449: Campus to Career	No	0.25
WPC Career Preparation Courses – Transfer Student track				
WPC	347	Intermediate Career Preparation	No	0.5
WPC	348	Junior Career Preparation	No	0.25
WPC	448	Intensive Career Preparation OR WPC 449: Campus to Career	No	0.25
<i>Section sub-total:</i>				65
Required Concentration Courses				
Prefix	Number	Title	Is this a new Course?	Credit Hours
<i>Section sub-total:</i>				0
Elective Concentration Courses (4 Different Tracks – students choose one track)				
Prefix	Number	Title	Is this a new Course?	Credit Hours
Chinese Language Track				
CHI	120	Introduction to Chinese Culture	No	3
CHI	201	Second-Year Chinese I or CHI 110: Intensive Chinese I	No	5-8
CHI	202	Second-Year Chinese II or CHI 210: Intensive Chinese II	No	5-8
CHI	301	Third-Year Chinese I	No	5
CHI	302	Third-Year Chinese II	No	5
CHI	333	China or CHI 336: Interpreting China's Classics or CHI 343: Daoism	No	3
CHI	401	Fourth-Year Chinese I	No	3
CHI	402	Fourth-Year Chinese II (G)		3
CHI	407	Chinese for Academic and Professional Purposes I (G)	No	3
CHI	451	Chinese Cultural History I or CHI 338: The Daoist Bible: The Daode jing (HU & L)	No	3
French Language Track				
FRE	201	Intermediate French I or FRE 110: Intensive French I	No	4-8
FRE	202	Intermediate French II or FRE 210: Intensive French II	No	4-8
FRE	305	Readings in French Literature	No	3
FRE	311	Oral and Written Expression I	No	3
FRE	312	Oral and Written Expression II	No	3
FRE	319	Business French	No	3
FRE	321	French Cultural Masterpieces I	No	3
FRE	411	Advanced Spoken French	No	3

FRE	412	Advanced Written French	No	3
FRE	416	French Civilization II	No	3
Italian Language Track				
ITA	201	Intermediate Italian I or ITA 110: Intensive Italian I	No	4-8
ITA	202	Intermediate Italian II or ITA 210: Intensive Italian II	No	4-8
ITA	311	Speak Italy: Language, People, Culture	No	3
ITA	312	Write Italy: Language, People, Culture	No	3
ITA	315	Italian Culture: The Good, The Bad and The Ugly	No	3
ITA	319	Italian for Professions	No	3
ITA	321	Italian Renaissance Culture: Politicians, Merchants, Artists and Courtesans	No	3
ITA	322	Modern Italian Culture: Explorers, Scientists, Musicians and Revolutionaries	No	3
ITA	413	Advanced Italian	No	3
ITA	414	French and Italian Popular Culture or ITA 420: Italian Cinema	No	3
Spanish Language Track				
SPA	201	Intermediate Spanish or SPA 203 Intermediate Spanish I for Bilinguals or SPA 110: Intensive Spanish I	No	4-8
SPA	202	Intermediate Spanish or SPA 204 Intermediate Spanish II for Bilinguals or SPA 210: Intensive Spanish II	No	4-8
SPA	313	Spanish Conversation and Composition or SPA 315: Advanced Spanish I for Bilinguals	No	3
SPA	314	Spanish Conversation and Composition or SPA 316: Advanced Spanish II for Bilinguals	No	3
SPA	319	Business Correspondence and Communication	No	3
SPA	325	Introduction to Hispanic Literature	No	3
SPA	402	Written Communication for the Professions or SPA 405: Latino Cultural Perspectives for the Professions	No	3
SPA	412	Advanced Conversation and Composition	No	3
SPA	4xx	SPA 400-level Elective Course (SPA 472 Recommended)	No	3
SPA	3/4XX	Upper Division SPA (L)	No	3
<i>Section sub-total:</i>				32-44
Other Concentration Requirements				Credit Hours
<i>Capstone Experience, Internship, clinical requirements, field studies, foreign language skills as applicable</i>				
<i>Section subtotal:</i>				
Total minimum credit hours required for concentration				97-109

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.

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)	60	130	200

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
David Foster	Regents Professor	Portuguese & Spanish
Stephen West	Professor	Chinese
Xia Zhang	Principal Lecturer	Chinese
Jianling Liao	Director of Chinese Flagship Program and Assistant Professor	Chinese
Juliann Vitullo	Associate Professor	Italian
Chiara Dal Martello	Lecturer Sr	Italian
Frederic Canovas	Faculty Head of French and Italian and Associate Professor	French
Mariana Bahtchevanova	Principal Lecturer	French

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.

PROVOST OFFICE APPROVAL(S)

This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.

Office of the University Provost

Signature _____ Date: / /20

Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.

**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: B.A. Business (Language and Culture)

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 in business with a concentration in language and culture is an innovative, transdisciplinary program intended to prepare students for positions in a variety of professions in which business and communication play an important role in ensuring success. The program mission is to create business professionals who can function culturally and linguistically in the business environments of both international and domestic markets. Students complete rigorous courses within Chinese, French, Italian or Spanish languages in addition to the skill and core courses required of all W. P. Carey School of Business students.

3. Contact and Support Information

Building code and room number: (Search ASU map)	BA 160
Program office telephone number: (i.e. 480/965-2100)	480/965-4227
Program Email Address:	wpcadmissions@asu.edu
Program Website Address:	https://wpcarey.asu.edu/undergraduate-degrees

4. Additional Program Description Information

A. Additional program fee required for this program?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
B. Does this program have a second language requirement?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

5. Delivery/Campus Information Options

On-campus only (ground courses and/or iCourses)

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:

7. Career Opportunities & Concentration(s)

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

Students who successfully complete this program are equipped to play a key role in companies and organizations seeking new markets or dealing with international interests domestically. The demand for multilingual business professionals is strong in the hotel and tourism industry and in consulting, banking and finance, international trade, sports management and media companies.

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: A current ASU student has no additional requirements for changing majors. 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 their 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.

Spanish, Chinese, Italian, French, multilingual, international, cultural, bilingual

12. Advising Committee Code

List the existing advising committee code associated with this degree.

UGBAFS, UGBA01, UGBA23

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>.

27-3091.00	11-3061.00
33-3021.05	11-2022.00
1-3071.03	11-1021.00
13-1081.02	13-1022.00
11-2021.00	11-2011.00
	

17. Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. <https://mystudyabroad.asu.edu/>

18. 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 |
| <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"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Health & Wellness |
| <input type="checkbox"/> Arts | <input checked="" 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 |

[Education & Teaching](#)

[Science](#)

[Engineering & Technology](#)

[Social and Behavioral](#)

[Entrepreneurship](#)

[Sustainability](#)

[Exploratory](#)

The following fields are to be completed by the Office of the University Provost.

CIP Code: _____

Plan Code: _____

BA in Business (Language and Culture)

Status: UOEEE Provisional Approval

Comments: UOEEE Approved

Element Outcome Measure Description

Outcome	1		Students will demonstrate proficiency in critical thinking.
Plan_1GeneralEd	1		Creative Thinking; Critical Thinking;
Plan_2Concepts	1		Issue Identification; Context and Assumptions; Thesis or Approach; Evaluation of Evidence; Conclusions and Inferences
Plan_3Competencies	1		<ul style="list-style-type: none"> • Student is able to state and describe the issue or problem that is being addressed • Student is able to state and question implicit assumptions. Student is able to identify the relevant contexts for stakeholders. • Expresses point of view and acknowledges alternatives. • Student evaluates source material and selects appropriate evidence to support the student's claims. • The student draws appropriate conclusions that are logically tied to the thesis and evidence.
Measure	1	1	Students will develop a research paper on a selected topic in FRE 312, ITA 312, SPA 412 or CHI 407. Within this paper, students will gather information, discuss options, and explain results
PC	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"
PC	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"
PC	1	3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much";

Element Outcome Measure Description

Outcome	2		Students will demonstrate proficiency in communications
Plan_1GenEd	2		Verbal Communication;Written Communication;
Plan_2Concepts	2		Purpose of Assignment & Audience Awareness; Support and Development; Organization and Structure; Style, Diction and Conciseness; Mechanics
Plan_3Competencies	2		<ul style="list-style-type: none"> •Written communication states the purpose and meets the audience’s needs and expectations with regard to tone, design, and visual appeal. •Written communication demonstrates developed main ideas with sufficient support. •Logical sequence with recognizable introduction, body, and conclusion. Attempts to use paragraph structure and transitions to enable comprehension. •Written communication demonstrates some variety of sentence structure, varied vocabulary and appropriate use of business terms. •Students demonstrate proficient word usage. . Spelling, punctuation and capitalization errors do not interfere in a major way with the readability and writer’s credibility.
Measure	2	1	Students will prepare a report in FRE 312, ITA 312, SPA 412 or CHI 407. Within this report, students will demonstrate a proficiency of oral/written communication skills within their chosen language track
PC	2	1	At least 75% of the sampled students will achieve a score of 70% or greater on their ability to communicate
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”;
PC	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”;
PC	2	3	75% or more of surveyed students will rate their preparation at a level of “Quite a Bit” or “Very Much”;

Element Outcome Measure Description

Outcome	3		Students will demonstrate proficiency in discipline-specific knowledge
Plan_1GeneralEd	3		
Plan_2Concepts	3		Literary and cultural terminology, Linguistic terminology,
Plan_3Competencies	3		Describe the products, practices, and perspectives of the target culture Identifies characteristics of the target culture Identifies main differences between the target culture and the native culture Explains main differences between the target culture and the native culture Distinguishes cultural and national policies and implementations
Measure	3	1	Students will prepare a report in FRE 312, ITA 312, SPA 412 or CHI 407. Within this report, students will demonstrate a proficiency in their language and associated culture
PC	3	1	At least 75% of the sampled students who complete the case will achieve a score of 70% or greater thus demonstrating discipline-specific 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
PC	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";
PC	3	3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much";

If you have questions, please e-mail assessment@asu.edu or call UOEEE at (480) 727-1731.

PROPOSAL TO ESTABLISH A NEW UNDERGRADUATE CONCENTRATION

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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:

Signature: Amy Hillman **Date:** 08/24/2018

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.

From: [Michele Pfund](#)
To: [Kimberly Kaplan](#)
Subject: FW: Support for BA in Business (Language and Culture)
Date: Tuesday, July 31, 2018 4:59:02 PM

For the lanauge proposal

From: Amy Hillman (DEAN)
Sent: Tuesday, July 31, 2018 4:02 PM
To: Kay Faris <KAY.FARIS@asu.edu>; Michele Pfund <Michele.Pfund@asu.edu>
Subject: Fwd: Support for BA in Business (Language and Culture)

Amy J. Hillman, PhD
Dean and Rusty Lyon Chair of Strategy
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

Begin forwarded message:

From: Sanjeev Khagram <Sanjeev.Khagram@thunderbird.asu.edu>
Date: July 31, 2018 at 1:03:07 PM MST
To: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Cc: Lena Booth <Lena.Booth@thunderbird.asu.edu>, Mary Teagarden <Mary.Teagarden@thunderbird.asu.edu>, Roy Nelson <Roy.Nelson@thunderbird.asu.edu>, Seigyoung Auh <Seigyoung.Auh@thunderbird.asu.edu>
Subject: Support for BA in Business (Language and Culture)

Dear Amy,

On behalf of the Thunderbird School, I am happy to support the Carey's School's petition for the name change to a BA in Business (Language and Culture).

With Gratitude, Sanjeev

Dr. Sanjeev Khagram
Dean and Director General, Thunderbird School of Global Management
Foundation Professor of Global Leadership
Arizona State University Knowledge Enterprise

Hi Sanjeev,

Five years ago we launched our Bachelors of Arts in Business concentrations in Spanish Language and Culture and Chinese Language and culture with the School of International Letters and Culture out of CLAS. The student numbers are low but we'd like to expand to French and Italian, so instead of having these named degree concentrations:

1. B.A. in Business (Spanish Language and Culture)
2. B.A. in Business (Chinese Language and Culture)

And expanding, we'd like to change all of them to one degree concentration:

1. B.A. in Business (Language and Culture)

May we have your permission for the name change? Curricula is not changing other than the new languages and the combined name allows us streamlined major mapping, advising, etc.

An email reply suffices, but let me know if you want to discuss.

Thank you,
Amy

Amy Hillman, PhD
Dean and Rusty Lyon Chair of Strategy
Arizona State University

W. P. Carey School of Business

amy.hillman@asu.edu | Ph: 480.965.3402

From: [Michele Pfund](#)
To: [Kimberly Kaplan](#)
Subject: FW: Support for BA in Business(Language and Culture)
Date: Friday, August 10, 2018 6:03:44 PM

From: Todd Sandrin
Sent: Thursday, August 9, 2018 4:51 PM
To: Michele Pfund <Michele.Pfund@asu.edu>
Subject: RE: Support for BA in Business(Language and Culture)

Thanks! I concur – great idea.

Todd

From: Michele Pfund
Sent: Thursday, August 9, 2018 10:00 AM
To: Todd Sandrin <Todd.Sandrin@asu.edu>
Subject: Support for BA in Business(Language and Culture)

Hi Todd,

Five years ago we launched our Bachelors of Arts in Business concentrations in Spanish Language and Culture and Chinese Language and Culture. The student numbers are low but we'd like to expand to French and Italian, so instead of having these named degree concentrations:

1. B.A. in Business (Spanish Language and Culture)
2. B.A. in Business (Chinese Language and Culture)

And expanding, we'd like to change all of them to one degree concentration:

1. B.A. in Business (Language and Culture)

We will continue to offer the Spanish track at West and are working with provost to ensure this happens.

May we have your permission for the name change? Curricula is not changing other than the new languages and the combined name allows us streamlined major mapping, advising, etc.

An email reply suffices, but let me know if you want to discuss.

Thank you,

Michele

Michele Pfund

Arizona State University | W. P. Carey School of Business

Associate Dean of Undergraduate Programs

michele.pfund@asu.edu | Ph: 480.965.6409

From: [Nina Berman](#)
To: [Michele Pfund](#); [Barbara Fleming](#)
Cc: [Amy Ahlstromer](#); [Kimberly Kaplan](#); [Jeffrey Cohen](#); [Nina Berman](#)
Subject: Letter of Support for Combined Program
Date: Wednesday, July 18, 2018 4:50:28 PM

Dear Michele,

This letter is to convey the enthusiastic support of the School of International Letters and Cultures for the proposed B.A. in Business (Language and Culture) degree program, which has been designed to merge the existing curriculums of the B.A. in Business (Chinese Language and Culture) and B. A. in Business (Spanish Language and Culture) into one offering while also providing the possibility to include additional language options. We have worked collaboratively as a team to come up with a proposal and a plan which will benefit students who are interested in combining their training in business with expertise in culture and language. Graduates from this program will be distinguished through their interdisciplinary training, and we are confident that adding cultural and linguistic competencies to their education in business will greatly improve their marketability. We are very excited about the prospects of offering this degree at ASU.

Sincerely yours,
Nina




Nina Berman, Director
School of International Letters and Cultures; Arizona State University; Languages & Literatures Building (LL 440) ;
851 S. Cady Mall; PO Box 870202 ; Tempe, AZ 85287-0202
<https://silc.asu.edu>; GIVE <https://silc.asu.edu/give>
<http://ninaaberman.wordpress.com/>; "Germans on the Kenyan Coast: Land, Charity, and Romance";
http://www.iupress.indiana.edu/product_info.php?products_id=808322






2019 - 2020 Major Map


Business (Language and Culture), (Proposed)

School/College:

PBAWGLQ

Term 1 0 - 14 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 • ASU Language Placement: Only true beginners are eligible for 101-level language courses. Students with previous experience in the language are required to take a language placement exam • Dependent upon your language proficiency, some language tracks may require more than 120 credit hours to complete this degree. • Students choose one track option: Chinese, French, Italian, or Spanish. View track groups below for course options.
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	
Language and Culture Track Course	4-8	C	
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	14-18		

Term 2 14 - 27.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	<ul style="list-style-type: none"> • Attend W. P. Carey and ASU Career Fairs • Join the W. P. Carey mentorship programs • Explore student leadership opportunities in W. P. Carey • Research study abroad opportunities recommended for your major • Students choose one track option: Chinese, French, Italian, or Spanish. View track groups below for course options.
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	
Language and Culture Track Course	4-8	C	
WPC Career Preparation Course	0.25		
 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:	13.25-17.25		

Term 3 27.25 - 42.50 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	
Language and Culture Track Course	3-5	C	

WPC Career Preparation Course	0.25
Humanities, Arts and Design (HU)	3
♦ Complete ECN 211 or ECN 212 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: 15.25-17.25	

- Meet with your **W. P. Carey Career Coach**
- Students choose one track option: Chinese, French, Italian, or Spanish. View track groups below for course options.

Term 4 42.50 - 58.50 Credit Hours Critical course signified by ♦	Hours	Minimum Grade	Notes
ACC 241: Uses of Accounting Information II	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
COM 263: Elements of Intercultural Communication (SB & C & G)	3		
Language and Culture Track Course	3-5	C	
Historical Awareness (H)	3		
Natural Science - Quantitative (SQ)	4		
♦ 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: 16-18			

Term 5 58.50 - 74.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Language and Culture Track Course	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. • Meet with your W. P. Carey Career Coach • Update your resume
ENG 302: Business Writing (L)	3	C	
FIN 300: Fundamentals of Finance	3	C	
MGT 300: Organization and Management Leadership	3	C	
WPC Career Preparation Course	0.25		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
★ Complete ACC 241 with a grade of "C" or better.			
Term hours subtotal: 16.25			

Term 6 74.75 - 89.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Language and Culture Track Course	3	C	<ul style="list-style-type: none"> • Complete an in person or virtual practice interview with your W. P. Carey Career Coach
MKT 300: Marketing and Business Performance	3	C	
SCM 300: Global Supply Operations	3	C	
Upper Division Language and Culture Track Course AND Literacy and Critical Inquiry (L)	3		
Upper Division Humanities, Arts and Design (HU)	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 89.75 - 104.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Complete 2 courses: Upper Division Language and Culture Track Course	6	C	

MGT 302: Principles of International Business (G) OR ECN 306: Survey of International Economics (SB & G)	3	C	<ul style="list-style-type: none"> Attend W. P. Carey and ASU Career Fairs Gather professional references Update your resume
WPC 300: Problem Solving and Actionable Analytics	3	C	
Elective OR WPC 484: Internship	3		
Term hours subtotal:		15	

Term 8 104.75 - 120.00 Credit Hours Necessary course signified by	Hours	Minimum Grade	Notes
★ Upper Division Language and Culture Track Course	3	C	<ul style="list-style-type: none"> Apply for full-time career opportunities Meet with your academic advisor to discuss your internship course options
LES 305: Business Law and Ethics for Managers	3	C	
MGT 459: International Management (G)	3	C	
Upper Division International Business Elective	3	C	
WPC Career Preparation Course	0.25		
Elective OR WPC 484: Internship	3		
Term hours subtotal:		15.25	

- Students choose one track option: Chinese, French, Italian, or Spanish. View track groups below for course options.
 - The Spanish track is available on the Tempe and West campuses.
 - The Chinese, French, and Italian tracks are only available at the Tempe campus.
 - Dependent upon your language proficiency, some language tracks may require more than 120 credit hours to complete this degree.

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)	Upper Division International Business Elective - select one course (3 credit hours)
WPC 148: Freshman Career Preparation	WPC 347: Intermediate Career Preparation	AGB 302: International Management and Agribusiness (G)
WPC 248: Sophomore Career Preparation	WPC 348: Junior Career Preparation	ECN 306: Survey of International Economics (SB & G)
WPC 348: Junior Career Preparation	WPC 448: Intensive Career Preparation or WPC 449: Campus to Career	ECN 335: South Asia and the World Economy (SB & G)
WPC 448: Intensive Career Preparation or WPC 449: Campus to Career		ECN 360: Economic Development (SB & G)
		ECN 436: International Trade Theory (SB & G)
		ECN 438: International Monetary Economics (SB & G)
		MGT 302: Principles of International Business (G)
		MGT 400: Cross-Cultural Management (C & G)
		MKT 425: Global Marketing Management (G)
		SCM 463: Global Supply Chain Management (G)

Language and Culture - Chinese Track	Language and Culture - French Track	Language and Culture - Italian Track
CHI 120: Introduction to Chinese Culture (L or HU)	FRE 201: Intermediate French I (G) or FRE 110: Intensive French I (G)	ITA 201: Intermediate Italian I (G) or ITA 110: Intensive Italian I (G)
CHI 201: Second-Year Chinese I (G) or CHI 110: Intensive Chinese I	FRE 202: Intermediate French II (G) or FRE 210: Intensive French II (G)	ITA 202: Intermediate Italian II (G) or ITA 210: Intensive Italian II (G)
CHI 202: Second-Year Chinese II (G) or CHI 210: Intensive Chinese II	FRE 305: Readings in French Literature (G)	ITA 311: Speak Italy: Language, People, Culture (G)
CHI 301: Third-Year Chinese I (G)	FRE 311: Oral and Written Expression I (G)	ITA 312: Write Italy: Language, People, Culture (L & G)
CHI 302: Third-Year Chinese II (G)	FRE 312: Oral and Written Expression II (G)	ITA 315: Italian Culture: The Good, The Bad and The Ugly (HU & G)
CHI 333: China (SB & H) or CHI 336: Interpreting China's Classics ((L or HU) & H) or CHI 343: Daoism ((L or HU) & G & H)	FRE 319: Business French (G)	ITA 319: Italian for Professions
CHI 338: The Daoist Bible: The Daode jing (HU & L) or CHI 451: Chinese Cultural History I ((HU or SB) & H)	FRE 321: French Cultural Masterpieces I ((L or HU) & H)	ITA 321: Italian Renaissance Culture: Politicians, Merchants, Artists and Courtesans (H)
CHI 401: Fourth-Year Chinese I (G)	FRE 411: Advanced Spoken French (G)	ITA 322: Modern Italian Culture: Explorers, Scientists, Musicians and Revolutionaries (HU)
CHI 402: Fourth-Year Chinese II (G)	FRE 412: Advanced Written French (G)	ITA 413: Advanced Italian (G)
CHI 407: Chinese for Academic and Professional Purposes I (G)	FRE 416: French Civilization II (HU & G)	ITA 414: French and Italian Popular Culture ((L or HU) & G) or ITA 420: Italian Cinema (L & G)
Language and Culture - Spanish Track		
SPA 201: Intermediate Spanish (G) or SPA 203: Intermediate Spanish I for Bilinguals (G) or SPA 110: Intensive Spanish I (G)		
SPA 202: Intermediate Spanish (G) or SPA 204: Intermediate Spanish II for Bilinguals (G) or SPA 210: Intensive Spanish II (G)		
SPA 313: Spanish Conversation and Composition (G) or SPA 315: Advanced Spanish I for Bilinguals (C)		
SPA 314: Spanish Conversation and Composition (G) or SPA 316: Advanced Spanish II for Bilinguals (L & C)		
SPA 319: Business Correspondence and Communication (G)		
SPA 325: Introduction to Hispanic Literature (HU)		
SPA 402: Written Communication for the Professions or SPA 405: Latino Cultural Perspectives for the Professions ((L or HU) & C & G)		
SPA 412: Advanced Conversation and Composition (G)		

SPA 472: Latin American Society: Five Case Studies (HU & H & G) OR SPA 4** Elective

Upper Division SPA course (L)

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 2019 - 2020 academic year.