

Business (Language and Culture), BA

BABSLACUBA

Program description

The BA in business with a concentration in language and culture is an innovative, transdisciplinary program that prepares students for positions in a variety of professions in which business and communication play an important role in ensuring success.

Students complete rigorous language courses in Chinese, French, Italian or Spanish --- in addition to the skill and core courses required of all W. P. Carey School of Business students --- enabling them to become business professionals who can function well culturally and linguistically in the business environments of both international and domestic markets.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#), [West Valley](#)
- **Second language requirement:** Yes
- **First required math course:** MAT 210 - Brief Calculus
or MAT 117 College Algebra
- **Math intensity:** Moderate 

Required courses (Major Map)

[2024 - 2025 Major Map](#)

[Major Map \(Archives\)](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an [accelerated bachelor's plus master's degree](#) with:

[Global Management \(Creative Industries and Design Thinking\), MGM](#)

[Global Management \(Data Science\), MGM](#)

[Global Management \(Digital Audience Strategy\), MGM](#)

[Global Management \(Global Affairs\), MGM](#)

[Global Management \(Global Business\), MGM](#)

[Global Management \(Global Development and Innovation\), MGM](#)

[Global Management \(Global Digital Transformation\), MGM](#)

[Global Management \(Global Entrepreneurship\), MGM](#)

[Global Management \(Global Health Care Delivery\), MGM](#)

[Global Management \(Global Legal Studies\), MGM](#)

[Global Management \(Nonprofit Leadership and Management\), MGM](#)

[Global Management \(Public Administration\), MGM](#)

[Global Management \(Public Policy\), MGM](#)

[Global Management \(Sustainability Solutions\), MGM](#)

[Global Management \(Sustainable Tourism\), MGM](#)

[Global Management, MGM](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

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

Transfer admission requirements:

Transfer applicants must have a GPA of 3.00 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 who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations. Students not interested in that program or campus location may reach out to wpcareyug@asu.edu for assistance in selecting another degree program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major Requirements

Students should refer to the [W. P. Carey School of Business](#) website to determine if they meet change of major requirements. Students who are ready to change their major should submit their request through the [advising website](#).

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience

As globalization continues to impact the way the world lives and works, international experiences have become essential to language and culture majors and provide vital experiences to students, enabling them to build critical skills in navigating cultural customs and understanding the nuances of conducting international business. Through international study and internships, students can gain valuable skills that employers are looking for: communication and interpersonal skills, flexibility, motivation and a real-life perspective on business applications worldwide.

Nearly 90% of surveyed executive recruiters believe that bilingualism is critical to global business success, according to the Korn/Ferry International Executive Recruiter Index. A [Global Education program](#) contributes to students' success by enabling them to improve their interpersonal and language skills while broadening their understandings of international business practices.

The W. P. Carey School of Business recommends the [language and culture administration global education program](#), the [Chinese language and culture administration global education program](#) and the [Spanish language and culture administration global education program](#) for students majoring in language and culture.

Career opportunities

Graduates of this program are equipped to play a key role in companies and organizations that are 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.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
Customs and Border Protection Officer (CBPO)	3.3%	\$65,790
Distribution Center Manager 🌟	8.2%	\$98,560
General Manager (GM) 🌟	4.2%	\$98,100
Logistics Analyst 🌟	18.3%	\$77,520
Marketing Associate	1.9%	\$127,830
Marketing Manager 🌟	6.6%	\$140,040
Merchandiser		\$67,620

<u>Purchasing Manager</u>	4.4%	\$131,350
<u>Sales Manager</u>	4.0%	\$130,600
<u>Translator</u>	4.3%	\$53,640

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).



Bright Outlook

Contact information

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