Business (Language and Culture), BA

Program Description

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.

Students complete rigorous courses in Chinese, French, Italian or Spanish languages 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

- **Additional Program Fee:** Yes
- **Second Language Requirement:** Yes
- **First Required Math Course:** MAT 210 - Brief Calculus or MAT 117 College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)

[2022 - 2023 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 and 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 (Integrated Health Care), 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. During their junior year, eligible students are advised by their academic departments 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:

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

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

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 are placed in the exploratory social and behavioral sciences program in University College.

Students with more than 45 transfer credit hours who are not admissible to University College are contacted to select an appropriate major.

Change of Major Requirements

Students should refer to the following W. P. Carey School of Business website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Students should refer to https://changemajor.apps.asu.edu 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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.
Global Opportunities

Global Experience
As globalization continues to impact the way business functions, study abroad programs provide vital experiences to students, allowing them opportunities to build critical skills in navigating cultural customs and understanding the nuances of conducting international business. Students can participate in study abroad programs available in many global business hubs, like Germany, England, Singapore, China, and the United Arab Emirates.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in language and culture:
https://goglobal.asu.edu/students/major/wp-carey/language-culture.

Career Opportunities
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.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customs and Border Protection Officer (CBPO)</td>
<td>5.7%</td>
<td>$65,540</td>
</tr>
<tr>
<td>Distribution Center Manager</td>
<td>3.5%</td>
<td>$96,390</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>5.8%</td>
<td>$103,650</td>
</tr>
<tr>
<td>Logistics Analyst</td>
<td>4.4%</td>
<td>$76,270</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td></td>
<td>$133,460</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Purchasing Manager</td>
<td>2.6%</td>
<td>$125,940</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>3.5%</td>
<td>$132,290</td>
</tr>
<tr>
<td>Translator</td>
<td>20.0%</td>
<td>$52,330</td>
</tr>
</tbody>
</table>

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

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