If you have diverse interests, consider this highly flexible program that allows you to choose from themes related to society and the individual. This active military- and veteran-friendly program is also a great option if you want to maximize transfer credits or existing credits.

Program Description

The BA program in general studies offers students a flexible, innovative path to degree completion. Graduates of the program are informed and effective members of society who are well prepared for a changing global marketplace with its diverse cultures.

The theme of this degree is professional preparedness and integrating the needs of society and the individual. Students explore the tensions between individualism and collectivism, the public and private selves, service and community, domestic and global, and the interplay of culture and identity constructions.

At a Glance

- **College/School:** [College of Integrative Sciences and Arts](#)
- **Location:** Downtown Phoenix, Polytechnic, ASU at Lake Havasu
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** Any math course that meets the MA designation.
- **Math Intensity:** General

Required Courses (Major Map)
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, 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.

Change of Major Requirements

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

Students should refer to [https://changemajor.apps.asu.edu](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](https://admission.asu.edu/transfer/MyPath2ASU).
Global Opportunities

Global Experience
With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire 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 they may apply financial aid and scholarships toward program costs. 
https://goglobal.asu.edu/

Career Opportunities
Those who have majored in General Studies have the option of working in almost any field that requires effective interaction with others, fields as diverse as sales, social services, organizational management, and government administration. Graduates are equipped with transferable skills highly desired by many employers; therefore, a wide array of job choices are available. The bachelor's degree creates great flexibility in career choice because of the versatility within the program.

Graduates may choose occupations for which their cluster prepares them, including:

- administrative services manager
- curator
- medical and health service
- military and veteran's services
- property, real estate and community association managers
- public relations specialist
- purchasing manager
- real estate sales agent
- sales manager
- writer and author

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>Advocate</td>
<td>16.8%</td>
<td>$35,960</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>10.7%</td>
<td>$87,660</td>
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<tr>
<td>Certified Health Education Specialist (CHES)</td>
<td>11.4%</td>
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<tr>
<td>Communications Specialist</td>
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<tr>
<td>Editor</td>
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<td>$63,400</td>
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<tr>
<td>Fitness and Wellness Coordinator</td>
<td></td>
<td>not available</td>
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<tr>
<td>Occupation</td>
<td>Change</td>
<td>Average Salary</td>
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<tr>
<td>-----------------------------</td>
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<tr>
<td>Mediator</td>
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<td>Performance Artist</td>
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<td>$65,800</td>
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<tr>
<td>Social Services Director</td>
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</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).

🌟 Bright Outlook  🌿 Green Occupation

**Contact Information**

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