

2024 - 2025 Major Map

Applied Business and Technology Solutions, BA

School/College: W. P. Carey School of Business
BAAPBTSBA

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"> ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students. WPC 101 is the W. P. Carey course that meets this requirement. See academic advisor for appropriate Student Success course requirement if not a first-time student. Join a student club or organization. Create your first college resume.
CIS 105: Computer Applications and Information Technology (QTRS OR 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 117: College Algebra (MATH OR MA)	3	C	
Humanities, Arts and Design (HUAD)	3		
Elective	3		
Term hours subtotal:	16		
Term 2 16 - 31.25 Credit Hours Critical course signified by !	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SOBE OR SB)	3	C	<ul style="list-style-type: none"> Explore student leadership opportunities in W. P. Carey. Research study abroad opportunities recommended for your major. The Digital Business Innovation track requires a higher level math course. Students interested in this track are recommended to take MAT 210, 211, 270, or 271 in place of an elective in Term 2. Students with internship or apprenticeship may use WPC 484 in place of electives. A max of 12 credits total can be earned through WPC 484 (three credits per term/class).
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	
WPC 148: First-Year Introduction to Career Development	0.25	C	
Governance and Civic Engagement (CIVI)	3		
Humanities, Arts and Design (HUAD)	3		
Elective	3		
! Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
! Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15.25		
Term 3 31.25 - 45.50 Credit Hours Critical course signified by !	Hours	Minimum Grade	Notes
ECN 212: Microeconomic Principles (SOBE OR SB)	3	C	<ul style="list-style-type: none"> Continuing first-year students take WPC 248, after completing WPC 148. Transfer students take WPC 347. Explore career resources. Develop your professional online presence. Meet with your W. P. Carey Career Coach. Attend W. P. Carey and ASU Career Fairs.
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C	
Scientific Thinking in Natural Sciences (SCIT)	4		
Complete 2 courses:	7		
Elective			
! Complete Mathematics (MATH) requirement.			
Term hours subtotal:	14.25		
Term 4 45.50 - 61.50 Credit Hours Critical course signified by !	Hours	Minimum Grade	Notes

ECN 221: Business Statistics (QTRS OR CS)	3	C
MGT 380: Management and Strategy	3	C
Specialization #1 Course	3	C
Scientific Thinking in Natural Sciences (SCIT)	4	
Elective	3	
★ Minimum 2.00 GPA ASU Cumulative.		
Term hours subtotal:	16	

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options.
- Attend **W. P. Carey** and **ASU** career fairs.
- Apply for **internships** or **create** one.
- Students with an internship or apprenticeship may use WPC 484 in place of electives. A max of 12 credits total can be earned through WPC 484 (three credits per term/class).

Term 5 61.50 - 76.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
CIS 308: Advanced Excel in Business	3	C	
ENG 302: Business Writing (L)	3	C	
MKT 390: Essentials of Marketing	3	C	
WPC 348: Junior Networking Foundations	0.25	C	
Upper Division Specialization #1 Course	3	C	
Specialization #2 Course	3	C	
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15.25		

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options.
- Meet with your **W. P. Carey Career Coach**.
- Update your **resume**.

Term 6 76.75 - 91.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
ACC 382: Accounting and Financial Analysis	3	C	
AGB 302: International Management and Agribusiness (GCSI OR G) OR MGT 302: Principles of International Business (GCSI OR G)	3	C	
CIS 309: Business Process Management	3	C	
Upper Division Specialization #1 Course	3	C	
Upper Division Specialization #2 Course	3	C	
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15		

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options.
- Complete **informational interviews**.
- Complete an in person or virtual practice interview with your **W. P. Carey Career Coach**.

Term 7 91.75 - 107.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Specialization #2 Course	3	C	
CIS 310: Business Data Visualization	3	C	
FIN 380: Personal Financial Management	3	C	
SCM 380: Supply Chain Management Foundations (SUST)	3	C	
WPC 448: Senior Career Transition Management	0.25	C	
Elective OR WPC 484: Internship	3		
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15.25		

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options.
- All Upper Division Business Foundation classes (ACC 382, FIN 380, MKT 390, MGT 380, SCM 380, and AGB 302 or MGT 302) must be completed before enrolling in WPC 460.
- Attend **W. P. Carey** and **ASU** Career Fairs.
- Gather **professional references**.
- Update your **resume**.
- Students with an internship or apprenticeship may use WPC 484 in place of electives. A max of 12 credits total can be earned through WPC 484 (three credits per term/class).

Term 8 107.00 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ WPC 460: Business Capstone	1	C	<ul style="list-style-type: none"> Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options. Apply for full-time career opportunities.
CIS 405: Business Intelligence	3	C	
Upper Division Specialization #1 Course	3	C	
Upper Division Specialization #2 Course	3	C	
American Institutions (AMIT)	3		
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:		13	

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the locations courses are offered, requirements and options.
- If students select the Interdisciplinary Business Studies Specialization track, unique courses must be taken for their second track choice.

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

Communication Specialization (choose four courses) - offered at West	Digital Business Innovation Specialization (complete four courses) - offered as iCourses	Diversity and Equity Studies Specialization (choose four courses) - offered at West
COM 100: Introduction to Human Communication (SOBE OR SB)	CIS 235: Introduction to Information Systems	DST 101: Introduction to Disability Studies (CIVI OR C)
COM 312: Communication, Conflict, and Negotiation (CIVI)	CIS 300: Web Design and Development	DST 494: Disability and Aesthetics
COM 316: Gender and Communication (SOBE OR SB & C)	CIS 311: Business Agile Project Management	ENG 353: African American Literature: Beginnings through the Harlem Renaissance ((L or HU) & C)
COM 430: Leadership in Group Communication	CIS 312: Business Mobile Commerce and Monetization	ETH 430: Gender on the Borderlands (HUAD OR SB)
ENG 311: Persuasive Writing (CIVI OR L)		SOC 426: Social Inequalities (CIVI OR SB)
Food and Agribusiness Innovation Specialization (choose four courses) - offered at Poly	Food Industry Management Specialization (choose four courses) - offered as iCourses	Global Management Specialization (one required course, choose three courses) - offered at West
AGB 100: Introduction to Agribusiness	AGB 250: Economics of Resource Allocation: Food and Agriculture	Required course:
AGB 321: Agribusiness Marketing	AGB 370: Food Retailing Strategy Development and Case Competition	TGM 101: Principles of Global Management (GCSI OR G)
AGB 333: Agribusiness Finance	AGB 420: Food Advertising and Promotion	Choose three courses:
AGB 366: Food System Technology Innovations	AGB 425: Food Supply Networks	TGM 312: Big Data in the Global Economy
AGB 410: Agribusiness Management	AGB 435: Commodity Futures and Options Markets	TGM 460: Global Risk Assessment and Management
AGB 414: Food and Agribusiness Policy Issues (L)	AGB 445: Food Retailing	TGM 468: States and Markets in a Global Economy (GCSI OR SB & G)
AGB 452: Global Food and Agricultural Trade		TGM 478: Cross-Cultural Communication and Negotiation
Health Care Innovation Specialization (complete four courses) - offered as iCourses and at West	Human Resource Management Specialization (one required course, choose three courses) - offered at Poly	Human Systems Engineering Specialization (one required course, choose three courses) - offered at Poly
Required course:		Required course:

HCI 311: Health Innovation: Foundational Concepts	MGT 420: Human Resource Management	HSE 101: Introduction to Human Systems Engineering (SOBE OR SB)
HCI 421: Health Care Policy: The Innovator's View (CIVI)	Choose three courses:	Choose three courses:
HCI 425: Facilitating Innovation to Achieve Outcomes	MGT 421: Compensation in Organizations	HSE 323: Perceptual Systems (SOBE OR SB)
HCI 428: Technology: A Tool to Advance Innovation in Health Care	MGT 422: Staffing	HSE 324: Applied Cognitive Science (SOBE OR SB)
	MGT 423: Training and Development in Organizations	HSE 325: Human-Computer Interaction
	MGT 424: Employment Law	HSE 422: Human Factors in Sport
	MGT 425: Global Human Resources	HSE 423: Human Factors in Transportation
		HSE 424: Human Automation Interaction
		HSE 425: Human Factors in Medical Systems
		HSE 426: Training and Expertise
		HSE 427: Designing for Learning
		HSE 428: Judgment and Decision Making
		HSE 429: Product Design and Evaluation
Leadership Development Specialization (choose four courses) - offered at West	Medical Studies Specialization (complete four courses) - offered at Poly	Project Management Specialization (one required course, choose three courses) - offered as iCourses
COM 225: Public Speaking (CIVI OR L) or COM 259: Communication in Business and the Professions (CIVI) or COM 312: Communication, Conflict, and Negotiation (CIVI) or COM 319: Persuasion and Social Influence (CIVI OR SB) or COM 400: Communication in Professions	HCD 303: Global Health Care Systems (GCSI OR G)	Required course:
MGT 310: Collaborative Team Skills	MED 300: Historical and Contemporary Issues in Health (L)	PMG 240: Introduction to Project Management
MGT 400: Cross-Cultural Management (GCSI OR C & G)	MED 320: Applied Medical/Health Care Ethics (HUAD OR HU)	Choose three courses:
MGT 411: Leading Organizations	MED 450: Leadership and Professionalism	PMG 321: Project Leadership, Strategy and Scope
		PMG 322: Project Schedule Management
		PMG 324: Resources in Project Management
		PMG 326: Project Procurement Management
		PMG 421: Project Risk Management
		PMG 422: Project Quality Management
Sales and Marketing Essentials Specialization (choose four courses) - offered as iCourses	Supply Chain Management & Sustainability (complete four courses) - offered as iCourses	Technical Communication Specialization (choose four courses) - offered at Poly
MKT 391: Essentials of Selling	SCM 200: Society, Supply Chains and You (SUST)	TWC 301: Fundamentals of Writing for Digital Media (L)
MKT 392: Essentials of Business Marketing	SCM 385: Business and Sustainability I (SUST)	TWC 401: Fundamentals of Technical Communication (L)
MKT 395: Essentials of Advertising and Marketing Communication	SCM 463: Global Supply Chain Management (GCSI OR G)	TWC 411: Principles of Visual Communication (L)
MKT 396: Essentials of Services Marketing	SCM 485: Business and Sustainability II	TWC 422: Social Media in the Workplace
MKT 397: Essentials of Global Marketing		TWC 431: Principles of Technical Editing
MKT 398: Essentials of Sports Business		TWC 435: Global Issues in Technical Communication (GCSI OR G)

Technological Entrepreneurship and Management Specialization (choose four courses) - offered at Poly	Tourism Specialization (one required course, choose three courses) - offered as iCourses	Interdisciplinary Business Studies Specialization (choose four courses)
TEM 200: My Technology Venture	Required:	AGB 100: Introduction to Agribusiness
TEM 301: Applied Social Entrepreneurship II	TDM 205: Introduction to Travel and Tourism (GCSI OR G)	AGB 250: Economics of Resource Allocation: Food and Agriculture
TEM 400: Technology Entrepreneurship	Choose three courses:	AGB 321: Agribusiness Marketing
TEM 431: Innovation Management	TDM 345: Meeting and Convention Planning	AGB 333: Agribusiness Finance
TEM 450: Design for the Developing World	TDM 350: Tourism, Recreation and Sports Marketing	AGB 366: Food System Technology Innovations
TEM 455: Global Impact Entrepreneurship	TDM 386: Convention Sales and Management	AGB 370: Food Retailing Strategy Development and Case Competition
TMC 498: Pro-Seminar (L)	TDM 448: Heritage and Cultural Tourism	AGB 410: Agribusiness Management
	TDM 458: International Tourism (GCSI OR G)	AGB 414: Food and Agribusiness Policy Issues (L)
	TDM 475: Entrepreneurial Recreation and Tourism	AGB 420: Food Advertising and Promotion
	TDM 480: Sustainable Tourism	AGB 425: Food Supply Networks
	TDM 483: Sports Tourism	AGB 435: Commodity Futures and Options Markets
		AGB 445: Food Retailing
		AGB 452: Global Food and Agricultural Trade
		CIS 235: Introduction to Information Systems
		CIS 300: Web Design and Development
		CIS 311: Business Agile Project Management
		CIS 312: Business Mobile Commerce and Monetization
		COM 100: Introduction to Human Communication (SOBE OR SB)
		COM 225: Public Speaking (CIVI OR L) or COM 259: Communication in Business and the Professions (CIVI) or COM 319: Persuasion and Social Influence (CIVI OR SB) or COM 400: Communication in Professions
		COM 312: Communication, Conflict, and Negotiation (CIVI)
		COM 316: Gender and Communication (SOBE OR SB & C)
		COM 430: Leadership in Group Communication
		DST 101: Introduction to Disability Studies (CIVI OR C)
		DST 494: Disability and Aesthetics
		ENG 311: Persuasive Writing (CIVI OR L)

ENG 353: African American Literature:
Beginnings through the Harlem Renaissance
(L or HU) & C)

ETH 430: Gender on the Borderlands
(HUAD OR SB)

HCD 303: Global Health Care Systems
(GCSI OR G)

HCD 330: Health Care Systems in the U.S.
(CIVI)

HCD 420: Population Health Management

HCI 311: Health Innovation: Foundational
Concepts

HCI 421: Health Care Policy: The
Innovator's View (CIVI)

HCI 425: Facilitating Innovation to Achieve
Outcomes

HCI 428: Technology: A Tool to Advance
Innovation in Health Care

HSE 101: Introduction to Human Systems
Engineering (SOBE OR SB)

HSE 323: Perceptual Systems (SOBE OR
SB)

HSE 324: Applied Cognitive Science (SOBE
OR SB)

HSE 325: Human-Computer Interaction

HSE 422: Human Factors in Sport

HSE 423: Human Factors in Transportation

HSE 424: Human Automation Interaction

HSE 425: Human Factors in Medical
Systems

HSE 426: Training and Expertise

HSE 427: Designing for Learning

HSE 428: Judgment and Decision Making

HSE 429: Product Design and Evaluation

MED 300: Historical and Contemporary
Issues in Health (L)

MED 320: Applied Medical/Health Care
Ethics (HUAD OR HU)

MED 450: Leadership and Professionalism

Interdisciplinary Business Studies Specialization Continued

MGT 310: Collaborative Team Skills

MGT 400: Cross-Cultural Management
(GCSI OR C & G)

MGT 411: Leading Organizations

MGT 420: Human Resource Management
MGT 421: Compensation in Organizations
MGT 422: Staffing
MGT 423: Training and Development in Organizations
MGT 424: Employment Law
MGT 425: Global Human Resources
MKT 391: Essentials of Selling
MKT 392: Essentials of Business Marketing
MKT 395: Essentials of Advertising and Marketing Communication
MKT 396: Essentials of Services Marketing
MKT 397: Essentials of Global Marketing
MKT 398: Essentials of Sports Business
PMG 320: Project Approaches
PMG 321: Project Leadership, Strategy and Scope
PMG 322: Project Schedule Management
PMG 323: Project Cost Management
PMG 324: Resources in Project Management
PMG 326: Project Procurement Management
PMG 421: Project Risk Management
PMG 422: Project Quality Management
SCM 200: Society, Supply Chains and You (SUST)
SCM 385: Business and Sustainability I (SUST)
SCM 463: Global Supply Chain Management (GCSI OR G)
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TGM 101: Principles of Global Management
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Management

TGM 468: States and Markets in a Global
Economy (GCSI OR SB & G)

TGM 478: Cross-Cultural Communication
and Negotiation

TMC 498: Pro-Seminar (L)

TWC 301: Fundamentals of Writing for
Digital Media (L)

TWC 401: Fundamentals of Technical
Communication (L)

TWC 411: Principles of Visual
Communication (L)

TWC 422: Social Media in the Workplace

TWC 431: Principles of Technical Editing

TWC 435: Global Issues in Technical
Communication (GCSI OR G)

- **Total Hours:** 120
- **Upper Division Hours:** 45 minimum
- University Undergraduate Graduation Requirements

Notes:

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.