








2023 - 2024 Major Map

Applied Business and Technology Solutions, BA



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

Term 1 - A 0 - 7 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 School course that meets this requirement. See academic advisor for appropriate Student Success course requirement if not a first-time student.
CIS 105: Computer Applications and Information Technology (CS)	3	C	
Humanities, Arts and Design (HU) AND Cultural Diversity in the U.S. (C)	3		
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours	Hours	Minimum Grade	Notes
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	<ul style="list-style-type: none"> View ASU Online first-year student registration information here. Join a student club or organization. Create your first college resume.
MAT 117: College Algebra (MA)	3	C	
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
Term hours subtotal:	9		
Term 2 - A 16 - 22.25 Credit Hours	Hours	Minimum Grade	Notes
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	<ul style="list-style-type: none"> Explore student leadership opportunities in W. P. Carey. 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 2A. 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).
WPC 148: First-Year Introduction to Career Development	0.25	C	
Elective	3		
Term hours subtotal:	6.25		
Term 2 - B 22.25 - 30.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SB)	3	C	<ul style="list-style-type: none"> Research study abroad opportunities recommended for your major.
Natural Science - Quantitative (SQ)	4		
Elective	1		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	8		
		Minimum	



Term 3 - A 30.25 - 40.25 Credit Hours	Hours	Grade	Notes
ECN 212: Microeconomic Principles (SB)	3	C	<ul style="list-style-type: none"> Explore career resources. Develop your professional online presence. Meet with your W. P. Carey Career Coach. Attend W. P. Carey and ASU Career Fairs.
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Elective	3		
Term hours subtotal:	10		

Term 3 - B 40.25 - 46.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C	<ul style="list-style-type: none"> Continuing first-year students will take WPC 248, after completing WPC 148 New transfer students will take WPC 347 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).
Literacy and Critical Inquiry (L)	3		
Elective	3		
 Complete Mathematics (MA) requirement.			
Term hours subtotal:	6.25		

Term 4 - A 46.50 - 52.50 Credit Hours	Hours	Minimum Grade	Notes
ECN 221: Business Statistics (CS)	3	C	<ul style="list-style-type: none"> Attend W. P. Carey and ASU career fairs Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the requirements and options.
Specialization #1 Course	3	C	
Term hours subtotal:	6		

Term 4 - B 52.50 - 61.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
MGT 380: Management and Strategy	3	C	<ul style="list-style-type: none"> 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).
Complete 2 courses:	6		
Elective			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		

Term 5 - A 61.50 - 67.75 Credit Hours	Hours	Minimum Grade	Notes
MKT 390: Essentials of Marketing	3	C	<ul style="list-style-type: none"> Meet with your W. P. Carey Career Coach. Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the requirements and options.
WPC 348: Junior Networking Foundations	0.25	C	
Specialization #2 Course	3	C	
Term hours subtotal:	6.25		

Term 5 - B 67.75 - 76.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade	Notes
ENG 302: Business Writing (L)	3	C	<ul style="list-style-type: none"> Update your resume. Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the requirements and options.
CIS 308: Advanced Excel in Business	3	C	
Upper Division Specialization #1 Course	3	C	
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		

Term 6 - A 76.75 - 85.75 Credit Hours	Hours	Minimum Grade	Notes
---------------------------------------	-------	---------------	-------

AGB 302: International Management and Agribusiness (G) OR MGT 302: Principles of International Business (G)	3	C
CIS 309: Business Process Management	3	C
Upper Division Specialization #1 Course	3	C
Term hours subtotal:	9	

- Complete **informational interviews**.
- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the requirements and options.

Term 6 - B 85.75 - 91.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
ACC 382: Accounting and Financial Analysis	3	C	
Upper Division Specialization #2 Course	3	C	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s)	0		
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	6		

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

Term 7 - A 91.75 - 100.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Specialization #2 Course	3	C	
CIS 310: Business Data Visualization	3	C	
SCM 380: Supply Chain Management Foundations	3	C	
Term hours subtotal:	9		

- 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.
- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the requirements and options.

Term 7 - B 100.75 - 107.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
FIN 380: Personal Financial Management	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:	6.25		

- 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 - A 107.00 - 113.00 Credit Hours	Hours	Minimum Grade	Notes
CIS 405: Business Intelligence	3	C	
Upper Division Specialization #1 Course	3	C	
Term hours subtotal:	6		

- Apply for **full-time career opportunities**.

Term 8 - B 113.00 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ WPC 460: Business Capstone	1	C	
Upper Division Specialization #2 Course	3	C	
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
★ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	7		

- Students select two specializations from the lists at the bottom of the major map and complete four courses from each. See lists for the 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 (complete four courses)	Digital Business Innovation Specialization (complete four courses)	Food Industry Management Specialization (choose four courses)
COM 100: Introduction to Human Communication (SB)	CIS 235: Introduction to Information Systems	AGB 250: Economics of Resource Allocation: Food and Agriculture
COM 312: Communication, Conflict, and Negotiation	CIS 300: Web Design and Development	AGB 370: Food Retailing Strategy Development and Case Competition
COM 316: Gender and Communication (SB & C)	CIS 311: Business Agile Project Management	AGB 420: Food Advertising and Promotion
COM 430: Leadership in Group Communication	CIS 312: Business Mobile Commerce and Monetization	AGB 425: Food Supply Networks
		AGB 435: Commodity Futures and Options Markets
		AGB 445: Food Retailing
Global Management Specialization (one required course, choose three courses)	Health Care Innovation Specialization (complete four courses)	Human Resource Management Specialization (one required course, choose three courses)
Required course:	HCI 311: Health Innovation: Foundational Concepts	Required:
TGM 101: Principles of Global Management (G)	HCI 421: Health Care Policy: The Innovator's View	MGT 420: Human Resource Management
Choose three courses:	HCI 425: Facilitating Innovation to Achieve Outcomes	Choose three other courses:
TGM 312: Big Data in the Global Economy	HCI 428: Technology: A Tool to Advance Innovation in Health Care	MGT 421: Compensation in Organizations
TGM 460: Global Risk Assessment and Management		MGT 422: Staffing
TGM 468: States and Markets in a Global Economy (SB & G)		MGT 423: Training and Development in Organizations
TGM 478: Cross-Cultural Communication and Negotiation		MGT 424: Employment Law
		MGT 425: Global Human Resources
Human Systems Engineering Specialization (one required course, choose three courses)	Project Management Specialization (one required course, choose three courses)	Sales and Marketing Essentials Specialization (choose four courses)
Required course:	Required course:	MKT 391: Essentials of Selling
HSE 101: Introduction to Human Systems Engineering (SB)	PMG 240: Introduction to Project Management	MKT 392: Essentials of Business Marketing
Choose three courses:	Choose three courses:	MKT 395: Essentials of Advertising and Marketing Communication
HSE 323: Perceptual Systems (SB)	PMG 321: Project Leadership, Strategy and Scope	MKT 396: Essentials of Services Marketing
HSE 324: Applied Cognitive Science (SB)	PMG 322: Project Schedule Management	MKT 397: Essentials of Global Marketing
HSE 325: Human-Computer Interaction	PMG 324: Resources in Project Management	MKT 398: Essentials of Sports Business
HSE 422: Human Factors in Sport	PMG 326: Project Procurement Management	
HSE 423: Human Factors in Transportation	PMG 421: Project Risk Management	
HSE 424: Human Automation Interaction		

HSE 425: Human Factors in Medical Systems	PMG 422: Project Quality Management	
HSE 426: Training and Expertise		
HSE 427: Designing for Learning		
HSE 428: Judgment and Decision Making		
HSE 429: Product Design and Evaluation		
Supply Chain Management & Sustainability (complete four courses)	Technical Communication Specialization (choose four courses)	Technological Entrepreneurship and Management Specialization (choose four courses)
SCM 294: Society, the Supply Chain and You	TWC 301: Fundamentals of Writing for Digital Media (L)	TEM 200: My Technology Venture
SCM 385: Business and Sustainability I	TWC 401: Fundamentals of Technical Communication (L)	TEM 301: Applied Social Entrepreneurship II
SCM 463: Global Supply Chain Management (G)	TWC 411: Principles of Visual Communication (L)	TEM 400: Technology Entrepreneurship
SCM 485: Business and Sustainability II	TWC 422: Social Media in the Workplace	TEM 431: Innovation Management
	TWC 431: Principles of Technical Editing	TEM 450: Design for the Developing World
	TWC 435: Global Issues in Technical Communication (G)	TEM 455: Global Impact Entrepreneurship
		TMC 498: Pro-Seminar (L)
Tourism Specialization (one required course, choose three courses)	Interdisciplinary Business Studies Specialization (choose four courses)	
Required:	AGB 250: Economics of Resource Allocation: Food and Agriculture	
TDM 205: Introduction to Travel and Tourism (G)	AGB 370: Food Retailing Strategy Development and Case Competition	
Choose three courses:	AGB 420: Food Advertising and Promotion	
TDM 345: Meeting and Convention Planning	AGB 425: Food Supply Networks	
TDM 350: Tourism, Recreation and Sports Marketing	AGB 435: Commodity Futures and Options Markets	
TDM 386: Convention Sales and Management	AGB 445: Food Retailing	
TDM 448: Heritage and Cultural Tourism	CIS 235: Introduction to Information Systems	
TDM 458: International Tourism (G)	CIS 300: Web Design and Development	
TDM 475: Entrepreneurial Recreation and Tourism	CIS 311: Business Agile Project Management	
TDM 480: Sustainable Tourism	CIS 312: Business Mobile Commerce and Monetization	
TDM 483: Sports Tourism	COM 100: Introduction to Human Communication (SB)	
	COM 312: Communication, Conflict, and Negotiation	
	COM 400: Communication in Professions	
	COM 430: Leadership in Group Communication	

COM 453: Communication Training and Development

HCI 311: Health Innovation: Foundational Concepts

HCI 421: Health Care Policy: The Innovator's View

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 (SB)

HSE 323: Perceptual Systems (SB)

HSE 324: Applied Cognitive Science (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

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 324: Resources in Project Management

PMG 326: Project Procurement Management

PMG 421: Project Risk Management

PMG 422: Project Quality Management

SCM 294: Society, the Supply Chain and You

SCM 385: Business and Sustainability I

SCM 463: Global Supply Chain Management (G)

SCM 485: Business and Sustainability II

TDM 205: Introduction to Travel and Tourism (G)

TDM 345: Meeting and Convention Planning

TDM 350: Tourism, Recreation and Sports Marketing

TDM 386: Convention Sales and Management

TDM 448: Heritage and Cultural Tourism

TDM 458: International Tourism (G)

TDM 475: Entrepreneurial Recreation and Tourism

TDM 480: Sustainable Tourism

TDM 483: Sports Tourism

TEM 200: My Technology Venture

TEM 301: Applied Social Entrepreneurship II

TEM 400: Technology Entrepreneurship

TEM 431: Innovation Management

TEM 450: Design for the Developing World

TEM 455: Global Impact Entrepreneurship

TGM 101: Principles of Global Management (G)

TGM 312: Big Data in the Global Economy

TGM 460: Global Risk Assessment and Management

TGM 468: States and Markets in a Global Economy (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 431: Principles of Technical Editing

TWC 435: Global Issues in Technical
Communication (G)

Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: <https://cisa.asu.edu/DSP>
- Mathematics Placement Assessment score determines placement in first mathematics course.

Total Hours: 120

Upper Division Hours: 45 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 next to courses on the major map were valid for the 2023 - 2024 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.