






## 2024 - 2025 Major Map



### Applied Business and Technology Solutions, BA

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



Term 1 - A 0 - 7 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		<ul style="list-style-type: none"> <li>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.</li> </ul>
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	
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours	Hours	Minimum Grade	Notes
MAT 117: College Algebra (MATH OR MA)	3	C	<ul style="list-style-type: none"> <li>View ASU Online first-year student registration information <a href="#">here</a>.</li> <li>Join a student <a href="#">club</a> or <a href="#">organization</a>.</li> <li>Create your first <a href="#">college resume</a>.</li> </ul>
Humanities, Arts and Design (HUAD)	3		
Elective	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"> <li>Explore student <a href="#">leadership opportunities</a> in W. P. Carey.</li> <li>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.</li> <li>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).</li> </ul>
WPC 148: First-Year Introduction to Career Development	0.25	C	
Governance and Civic Engagement (CIVI)	3		
Term hours subtotal:	6.25		
Term 2 - B 22.25 - 30.25 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SOBE OR SB)	3	C	<ul style="list-style-type: none"> <li>Research <a href="#">study abroad opportunities</a> recommended for your major.</li> </ul>
Scientific Thinking in Natural Sciences (SCIT)	4		
Elective	1		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	8		
Term 3 - A 30.25 - 37.25 Credit Hours	Hours	Minimum Grade	Notes
ECN 212: Microeconomic Principles (SOBE OR SB)	3	C	

Scientific Thinking in Natural Sciences (SCIT)	4
Term hours subtotal:	7



- Explore **career resources**.
- Develop your **professional online presence**.
- Meet with your **W. P. Carey Career Coach**.
- Attend **W. P. Carey** and **ASU Career Fairs**.

Term 3 - B 37.25 - 43.50 Credit Hours <b>Critical course signified by</b> 	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"> <li>• Continuing first-year students will take WPC 248, after completing WPC 148</li> <li>• New transfer students will take WPC 347</li> <li>• 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).</li> </ul>
Humanities, Arts and Design (HUAD)	3		
Elective	3		
 Complete Mathematics (MATH) requirement.			
Term hours subtotal:	6.25		

Term 4 - A 43.50 - 49.50 Credit Hours	Hours	Minimum Grade	Notes
ECN 221: Business Statistics (QTRS OR CS)	3	C	<ul style="list-style-type: none"> <li>• Attend <b>W. P. Carey</b> and <b>ASU</b> career fairs</li> <li>• 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.</li> </ul>
Specialization #1 Course	3	C	
Term hours subtotal:	6		

Term 4 - B 49.50 - 58.50 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
MGT 380: Management and Strategy	3	C	<ul style="list-style-type: none"> <li>• Apply for <b>internships</b> or <b>create</b> one.</li> <li>• 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).</li> </ul>
Complete 2 courses:	6		
Elective			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		

Term 5 - A 58.50 - 64.75 Credit Hours	Hours	Minimum Grade	Notes
MKT 390: Essentials of Marketing	3	C	<ul style="list-style-type: none"> <li>• Meet with your <b>W. P. Carey Career Coach</b>.</li> <li>• 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.</li> </ul>
WPC 348: Junior Networking Foundations	0.25	C	
Specialization #2 Course	3	C	
Term hours subtotal:	6.25		

Term 5 - B 64.75 - 73.75 Credit Hours <b>Necessary course signified by</b> 	Hours	Minimum Grade	Notes
CIS 308: Advanced Excel in Business	3	C	<ul style="list-style-type: none"> <li>• Update your <b>resume</b>.</li> <li>• 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.</li> </ul>
ENG 302: Business Writing (L)	3	C	
Upper Division Specialization #1 Course	3	C	
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		

Term 6 - A 73.75 - 82.75 Credit Hours	Hours	Minimum Grade	Notes
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- Complete **informational interviews**.

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
Term hours subtotal:	9	

- 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 82.75 - 88.75 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	
★ 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 88.75 - 97.75 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 (SUST)	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 97.75 - 104.00 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 104.00 - 113.00 Credit Hours	Hours	Minimum Grade	Notes
CIS 405: Business Intelligence	3	C	
American Institutions (AMIT)	3		
Upper Division Specialization #1 Course	3	C	
Term hours subtotal:	9		

- 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	
Elective	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 (SOBE OR SB)	CIS 235: Introduction to Information Systems, Analytics and AI in Business	AGB 250: Economics of Resource Allocation: Food and Agriculture
COM 312: Communication, Conflict, and Negotiation (CIVI)	CIS 300: Web Design and Development	AGB 370: Food Retailing Strategy Development and Case Competition
COM 316: Gender and Communication (SOBE OR 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)
<b>Required course:</b>	HCI 311: Health Innovation: Foundational Concepts	<b>Required:</b>
TGM 101: Principles of Global Management (GCSI OR G)	HCI 421: Health Care Policy: The Innovator's View (CIVI)	MGT 420: Human Resource Management
<b>Choose three courses:</b>	HCI 425: Facilitating Innovation to Achieve Outcomes	<b>Choose three other courses:</b>
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 (GCSI OR 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)
<b>Required course:</b>	<b>Required course:</b>	MKT 391: Essentials of Selling
HSE 101: Introduction to Human Systems Engineering (SOBE OR SB)	PMG 240: Introduction to Project Management	MKT 392: Essentials of Business Marketing
<b>Choose three courses:</b>	<b>Choose three courses:</b>	MKT 395: Essentials of Advertising and Marketing Communication
HSE 323: Perceptual Systems (SOBE OR SB)	PMG 321: Project Leadership, Strategy and Scope	MKT 396: Essentials of Services Marketing
HSE 324: Applied Cognitive Science (SOBE OR 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	
	PMG 421: Project Risk Management	

HSE 423: Human Factors in Transportation	PMG 422: Project Quality Management	
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		
Supply Chain Management & Sustainability (complete four courses)	Technical Communication Specialization (choose four courses)	Technological Entrepreneurship and Management Specialization (choose four courses)
SCM 200: Society, Supply Chains and You (SUST)	TWC 301: Fundamentals of Writing for Digital Media (L)	TEM 200: My Technology Venture
SCM 385: Business and Sustainability I (SUST)	TWC 401: Fundamentals of Technical Communication (L)	TEM 301: Applied Social Entrepreneurship II
SCM 463: Global Supply Chain Management (GCSI OR 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 (GCSI OR 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)	
<b>Required:</b>	AGB 250: Economics of Resource Allocation: Food and Agriculture	
TDM 205: Introduction to Travel and Tourism (GCSI OR G)	AGB 370: Food Retailing Strategy Development and Case Competition	
<b>Choose three courses:</b>	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, Analytics and AI in Business	
TDM 458: International Tourism (GCSI OR 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 (SOBE OR SB)	
	COM 312: Communication, Conflict, and Negotiation (CIVI)	
	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 (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

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 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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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

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TGM 312: Big Data in the Global Economy

TGM 460: Global Risk Assessment and 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 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.