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. The program mission is to create business professionals who can function well culturally and linguistically in the business environments of both international and domestic markets. Students complete rigorous courses within Chinese, French, Italian or Spanish languages in addition to the skill and core courses required of all W. P. Carey School of Business students.

At a Glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe campus, West campus](#)
- **Additional Program Fee:** Yes
- **Second Language Requirement:** Yes
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2020 - 2021 Major Map

Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

[Freshman](#) | [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 will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer credit hours who are not admissible to the College of Integrative Sciences and Arts will be contacted to select an appropriate major.

Change of Major Requirements

Students should refer to the following W. P. Carey 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 W. P. Carey's Advising SOS: http://wpcarey.asu.edu/sos.

Students should refer to https://changingmajors.asu.edu/request 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 the Transfer Map search 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 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/pathway-programs](https://admission.asu.edu/transfer/pathway-programs).

**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 in global business hubs like Germany, England, Singapore, China, the United Arab Emirates and many more. [https://mystudyabroad.asu.edu/](https://mystudyabroad.asu.edu/)

**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 Officer</td>
<td>4.5%</td>
<td>$79,970</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Logistics Analyst</td>
<td>6.9%</td>
<td>$74,590</td>
</tr>
<tr>
<td>Logistics Manager</td>
<td>6.7%</td>
<td>$92,460</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>Merchandiser</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Occupation</td>
<td>Rate</td>
<td>Salary</td>
</tr>
<tr>
<td>---------------------</td>
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</tr>
<tr>
<td>Purchasing Manager</td>
<td>5.5%</td>
<td>$115,760</td>
</tr>
<tr>
<td>Sales Manager</td>
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<td>$121,060</td>
</tr>
<tr>
<td>Translator</td>
<td>17.7%</td>
<td>$47,190</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).

🌞 Bright Outlook  🌿 Green Occupation

Contact Information

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