Business (Chinese Language and Culture), BA

ASU is no longer accepting new students to this program. Students interested in pursuing a Chinese language track should apply to the language and culture concentration of the BA in business.

Program Description

The mission of the concentration in Chinese language and culture within the BA program in business is to create global business professionals who can function well culturally and linguistically in the business environment in China and domestically. As China becomes an increasingly important participant in the global economy and as the manufacturing and financial sectors become more globalized, the need for business professionals skilled in communicating in the Chinese language is growing.

With a network of 26 flagship programs at 22 institutions of higher education across the U.S., the language flagship program graduates are prepared to take their place among the next generation of global professionals, commanding a superior level of proficiency in languages critical to U.S. national security and economic competitiveness. This program prepares participants to function professionally in Chinese within diverse business fields.

At a Glance

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

2019 - 2020 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 W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer 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 are placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer 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 are prompted in My ASU to select a new major.

Change of Major Requirements

Students should visit the following W. P. Carey website, https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors to determine if they meet change of major requirements. Students ready to change their major should submit their request through Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Students should refer to 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 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.

Global Opportunities

Global Experience

As globalization continues to impact the way business functions, study abroad programs provide vital experiences to students. Study abroad programs allow students in the Chinese language and culture concentration to practice language and cultural competency-building for global business success. Students gain valuable skills employers are looking for, including communication skills, flexibility, motivation and a global perspective on business applications worldwide. Successful graduates of this program are familiar with cultural customs and nuances of conducting business in China.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in Chinese language and culture: https://mystudyabroad.asu.edu/students/major/wp-carey/chinese-language-culture.

Career Opportunities

This degree program provides students with the fundamental business skills, linguistic training, critical thinking and intercultural competencies required to work in the increasingly globalized world markets that now rely on trade and commerce with China.

Graduates of this program are equipped to play a key role in companies and organizations seeking new markets or dealing with international interests in the U.S. and are suited to the demands of small-business enterprises as well as multinational companies.

Currently, there is a demand for Mandarin-speaking business professionals in the hotel and tourism industry and in the consulting, banking and finance, international trade, sports management and media fields.

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>1.1%</td>
<td>$86,940</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>5.8%</td>
<td>$103,650</td>
</tr>
<tr>
<td>Logistics Analyst</td>
<td>4.4%</td>
<td>$76,270</td>
</tr>
<tr>
<td>Logistics Manager</td>
<td>3.5%</td>
<td>$96,390</td>
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<tr>
<td>Manufacturing Sales Representative</td>
<td>0.9%</td>
<td>$62,070</td>
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<tr>
<td>Marketing Manager</td>
<td>6.7%</td>
<td>$142,170</td>
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<tr>
<td>Merchandiser</td>
<td></td>
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<tr>
<td>Purchasing Manager</td>
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<tr>
<td>Sales Manager</td>
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<tr>
<td>Translator</td>
<td>20.0%</td>
<td>$52,330</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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Page 4