Program Description

The mission of the concentration in Chinese language and culture within the BA in business degree program is to create global business professionals who can function 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 students who will 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:** No
- **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: http://wpcarey.asu.edu/sos.
Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your 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. Learn more about these programs by visiting the Admissions site.

Global Opportunities

PLuS Alliance
Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. [https://mystudyabroad.asu.edu/](https://mystudyabroad.asu.edu/)

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: [http://links.asu.edu/SAO.chinese-language-culture.](http://links.asu.edu/SAO.chinese-language-culture.)

Global Degree

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 out 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 are demands 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>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>Manufacturing Sales Representative</td>
<td>5.2%</td>
<td>$56,970</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>Purchasing Manager</td>
<td>5.5%</td>
<td>$115,760</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<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**

Dean, W.P. Carey School of Business  |  BA 160
wpcareyug@asu.edu  |  480-965-4227