Program Description

The BA in business with a concentration in Spanish 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 global business professionals who can function culturally and linguistically in the business environment in both Latin America and the domestic market. Students will complete rigorous courses within the Spanish language in addition to the skill and core courses required of all W. P. Carey School of Business majors.

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)

2017 - 2018 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 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 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 prompted in My ASU to select a new major.

Change of Major Requirements

Students should see https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors to determine if they meet W. P. Carey change of major requirements and for information about how to change their major to this program.

Career Opportunities

Students who successfully complete this program will be equipped to play a key role in companies and organizations seeking new markets or dealing with international interests in the U.S. Graduates will be suited to the demands of small-business enterprises as well as multinational companies. Currently, there is a demand
for Spanish-speaking business professionals in the hotel and tourism industry and in consulting, banking and finance, international trade, sports management and media. Additionally, businesses of all types, especially locally, are actively recruiting bilingual applicants.

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></td>
<td>$79,870</td>
</tr>
<tr>
<td>Document Management Specialist</td>
<td>3.3%</td>
<td>$83,410</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>7.1%</td>
<td>$97,270</td>
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<tr>
<td>Logistics Analyst</td>
<td>1.9%</td>
<td>$73,870</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>4.7%</td>
<td>$96,720</td>
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<tr>
<td>Purchasing Manager</td>
<td>1.0%</td>
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<tr>
<td>Sales Manager</td>
<td>5.1%</td>
<td>$110,660</td>
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<tr>
<td>Translator</td>
<td>28.7%</td>
<td>$43,590</td>
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<tr>
<td>Transportation Planner</td>
<td></td>
<td>$75,630</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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