ASU is no longer accepting new students to this program. Please explore Degree Search for other similar program options.

**Program Description**

The BA in business with a concentration in urban policy is an innovative, transdisciplinary program intended to prepare students for positions in a variety of professions in which business and urban policy play important roles in ensuring success. Economic development and urban planning are inextricably linked. The urban policy concentration prepares students to address many of the challenges of rapid urban growth. Students in this program will complete rigorous courses that focus on the complexity and range of issues affecting the quality of urban planning and development 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](#)
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

**Required Courses (Major Map)**

[2016 - 2017 Major Map](#)
[Major Map (Archives)](#)
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: 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 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.

Global Opportunities

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/

Career Opportunities

Historically, urban planners have had little business background; however, business success is a key ingredient in high-quality, dynamic urban policy. Graduates with a bachelor's degree in business with an urban policy concentration are equipped to deal with the wide range of economic and business development issues.

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>Business Analyst</td>
<td>14.3%</td>
<td>$82,450</td>
</tr>
<tr>
<td>City Planner</td>
<td>4.3%</td>
<td>$46,000</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Office Manager</td>
<td>10.1%</td>
<td>$94,020</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
<tr>
<td>Urban Planner</td>
<td>12.8%</td>
<td>$71,490</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).
Contact Information

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