General Studies, BA

If you have diverse interests, consider this highly flexible program where you'll choose from themes related to society and the individual. This veteran friendly program is also a great option if you want to maximize transfer credits or existing credits.

Program Description

The BA program in general studies offers students a flexible, innovative path to degree completion. Graduates of the program are informed and effective members of society who are well prepared for a changing global marketplace with its diverse cultures.

The theme of this degree is society and the individual. Students explore the tensions between individualism and collectivism, the public and private selves and the interplay of culture and identity.

At a Glance

- **College/School:** College of Integrative Sciences and Arts
- **Location:** Downtown Phoenix campus, Polytechnic campus, ASU@Lake Havasu
- **Additional Program Fee:** No
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

Required Courses (Major Map)

- [2020 - 2021 Major Map](#)
- [Major Map (Archives)](#)

Accelerated Program Options
This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

Global Management, MGM

Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

**Admission Requirements**

**General University Admission Requirements:**

All students are required to meet general university admission requirements. [Freshman](#) | [Transfer](#) | [International](#) | [Readmission](#)

**Change of Major Requirements**

A current ASU student has no additional requirements for changing majors.

Students should refer to [https://changingmajors.asu.edu/request](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**

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
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/)

### Career Opportunities

Students who have majored in general studies have the option of working in almost any field that requires effective interaction with others, from sales to social services and organizational management to government administration. Graduates are equipped with transferable skills highly desired by many employers; therefore, a wide array of job choices are available. The bachelor's degree creates great flexibility in career choice because of the versatility within the program.

Graduates may choose to enter occupations for which their cluster prepares them, including:

- administrative services manager
- curator
- medical and health service
- middle school teacher
- postsecondary teacher
- property, real estate and community association managers
- public relations specialist
- purchasing manager
- real estate sales agent
- sales manager
- writer and author

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>Certified Health Education Specialist (CHES)</td>
<td>14.5%</td>
<td>$53,940</td>
</tr>
<tr>
<td>Compliance Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Copy Writer</td>
<td>7.6%</td>
<td>$61,820</td>
</tr>
<tr>
<td>Editor</td>
<td></td>
<td>$58,770</td>
</tr>
<tr>
<td>Occupation</td>
<td>Growth Rate</td>
<td>Average Salary</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Fitness and Wellness Coordinator</td>
<td>10.6%</td>
<td>$81,630</td>
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<tr>
<td>Performance Artist</td>
<td>5.5%</td>
<td>$63,540</td>
</tr>
<tr>
<td>Regulatory Affairs Manager</td>
<td>8.0%</td>
<td>$105,610</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>18.0%</td>
<td>$64,100</td>
</tr>
<tr>
<td>Technical Writer</td>
<td>11.0%</td>
<td>$70,930</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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