



Arizona State University (Polytechnic Campus)

Business (Communication), BA

Study details

Course type: Bachelor's degree

Degree: Business (Communication), BA BABUSCBA

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 35 430 USD

Reg. fee : 85 USD

Scholarship :

Insurance : 2 765 USD

Intake/s

Jan/May/Aug

Requirements

Academic requirements

First-year students must:

- Have a 3.00 grade point average (GPA) (a "B" or better where "A"=4.00) from a secondary school. Some ASU programs may have higher admission or English proficiency requirements and may consider a minimum ACT or SAT score.
- Must have three years of high school coursework. (If you are currently in high school, ASU needs to see 9–11 grade coursework. If you have completed high school, ASU needs to see 10–12 grade coursework.)
- Must have and present a completed high school diploma or certificate.

Conditional admission

ASU may offer conditional undergraduate admission to international applicants to an on-campus program who meet the academic (aptitude) requirements but who are not proficient in English. This offer of conditional admission will give you time to improve your English proficiency before you start classes at ASU. Your conditional admission offer is good for up to three semesters, during which time you must meet one of these requirements to begin your ASU experience.

Competency requirements

International students who completed high school outside the U.S. are required to meet the following competency requirements:

- Math: four years (algebra I, geometry, algebra II and one course requiring algebra II as a prerequisite).

- Laboratory science: three years total (one year each from any of the following areas are accepted: biology, chemistry, earth science, integrated sciences and physics).

Provide evidence of English language proficiency (TOEFL 61)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

Readmission requirements: Students must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

Accommodation

Provided by partner agencies

Speciality

Transfer admission requirements:

Transfer applicants must have a GPA of 3.00 for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside the W. P. Carey School of Business, when applying for admission.

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations.

Available online

Additional information

Program description

The BA in business with a concentration in communication is an innovative, transdisciplinary program that prepares students for positions in a variety of professions in which business and communication play an important role in ensuring success.

Students complete rigorous courses within the communication concentration, in addition to the skill and core courses required of all W. P. Carey School of Business majors.

Graduates have specific knowledge of business practices and the capacity to effectively communicate complex business information.

Concurrent program options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to choose a 3-year path while participating in the same high-quality educational experience of a 4-year option. Students can opt to fast-track their studies after acceptance into a participating program by connecting with their academic advisor. Fast track options appear at the top of the major map.

This program also 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 plus master's degree with:

- Communication, MA
- Global Management (Creative Industries and Design Thinking), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- Global Management, MGM

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program.

Global opportunities

Global experience

As globalization continues to impact the way the world lives and works, international experiences have become vital to business communication majors. Through international study and internships, students can gain valuable skills that employers are looking for: communication and interpersonal skills, flexibility, motivation and a real-life perspective on business applications worldwide. Understanding how to collaborate with diverse peers, persuade and negotiate, manage and work in a variety of teams, and connect with real-life customers helps students influence business success through effective communication. A Global Education program contributes to students' success by enabling them to improve their interpersonal and language skills while broadening their understandings of international business practices.

Career opportunities

Business communication has exploded as a distinct professional field as companies require rapid and considered responses, conveying ordinary information as well as disseminating crisis communications. Historically, these positions have been staffed with people who are trained in communication, English, journalism or other fields but lack specific business knowledge. Graduates of this program are qualified to enter these positions with knowledge that is useful immediately to potential employers and can quickly advance graduates' careers.