Business Honors is a collaboration between the highly ranked W. P. Carey School of Business and Barrett, The Honors College at ASU. The result is a high-level academic experience, with opportunities to develop relationships with faculty, participate in a community of high-achieving students, and prepare for successful careers in business.
Accountancy
The School of Accountancy offers many unique opportunities to earn honors credit. The two introductory classes, ACC 261 and ACC 271, each have dedicated sections that are only open to honors students. These courses fulfill the lower division accounting requirement of every business student. Students may also earn honors credit for participating in one of two case competitions, the PricewaterhouseCoopers xTax Case Competition and the Ernst and Young Beam Abroad Case Competition. Students completing the honors thesis through the School of Accountancy may earn three hours of upper-division honors credit. Accountancy majors may use ACC 493 as one of the required accountancy upper-division electives. The department also hosts a reception for honors students that includes faculty as well as members from the professional community.

Computer information systems
The Department of Information Systems offers CIS 236, the first honors course opportunity in the school's core curriculum sequence. CIS 236 fulfills the CIS 105 requirement for all business students, as well as the CIS 235 requirement for computer information systems majors. To enhance the honors course experience, CIS 236 pedagogy and experiences are supported by global organizations located in the Phoenix metropolitan area, including American Express. CIS majors can use thesis credit toward their degree program, and the department offers opportunities for thesis work mentored by faculty and in coordination with several global companies.

Finance
The Department of Finance offers many options for W. P. Carey honors students. Each semester, the department offers FIN 303 which counts toward the requirements of the finance major. Additionally, the department coordinates the Intel Collaborative Thesis Project and Investment Portfolio Management program, and offers special consideration to honors students applying to the Investment Banking Industry Scholars (IBIS) program. Each of these programs offers students the opportunity to learn hands-on about a particular field of finance and interact with professionals in that field.

Management
Each semester, the Department of Management offers MGT 303 to Business Honors students, which counts toward management major requirements. Honors management students completing their thesis requirement through the department may use MGT 493 toward the completion of their degree requirements. Because of the management department's breadth, thesis topics are wide ranging. For example, recent studies have focused on the motives of major league baseball owners, the impact of electronic readers on book publishing, garage bands, social networking and employee retention, and the challenges of opening a Starbucks in Vietnam.
Economics
The Department of Economics offers students a number of opportunities to enrich their academic experience, as well as honors courses that may be applied toward the economics degree, including ECN 413: Advanced Honors Macroeconomics, which is taught annually by Dr. Edward Prescott, a 2004 Nobel Laureate. The other honors courses include ECN 213: Honors Macroeconomics, ECN 214: Honors Microeconomics, ECN 231: Honors Business Statistics, and ECN 414: Honors Advanced Microeconomics. Students completing the thesis through the department may earn three hours of credit for ECN 493: Honors Thesis. Faculty may also offer enrichment contracts in most other economics courses.

Supply chain management
SCM 303 is offered by the Department of Supply Chain Management for honors students to provide a small class alternative to SCM 300. The course provides an overview of the strategic, tactical, and operational issues in supply chain management. It builds a strong foundation of supply management, operations management, and logistics management, with particular regard to how they are integrated into effective management of the global supply chains. SCM 493 is offered to provide honors students the opportunity to work closely with faculty on thesis projects; however, this course cannot be used to satisfy the 18-credit hour SCM major requirement. In addition, faculty have the discretion to offer honors contracts in most other SCM courses.

Marketing
Business Honors students are able to take MKT 303, an honors-only course focused on strategic marketing that fulfills the MKT 300 or MKT 302 requirements. Honors marketing students are also able to complete honors contracts in many marketing courses, and may use MKT 493 toward their major requirements. Given that many marketing-focused theses integrate diverse topics, the Department of Marketing requires that thesis committees be composed of two faculty members with an optional third reader. Each fall, honors marketing students are invited to attend a portion of the Center for Services Leadership’s Compete through Service Symposium and meet with one of the keynote speakers. In the spring, the department hosts a luncheon at which current honors marketing students meet with alumni, learning about their career path and how their coursework, thesis, and other career-focused activities at ASU have contributed to their success. Students also network with marketing faculty members and other business leaders during the lunch. A select number of honors marketing students are invited each year to participate on the Honors Marketing Advisory Board, a group of professionals who provide feedback to the department about the honors marketing experience.
**Thesis/creative project**

Honors students may complete the thesis/creative project requirement individually or in small groups. Business students often find it relevant and beneficial to work on an applied project, using and building upon the skills they have attained in the classroom and will use in their future careers. Prior students have created business plans for new startup companies, worked with existing companies to create marketing plans, and used forecasting models to determine the feasibility of company expansion. However, students who have academic-oriented career goals, such as doctoral programs with intentions of teaching or research, should fulfill the thesis requirement with individual projects focused on a specific area of research.

**SCM Research Synthesis**

Supply chain management majors have the opportunity to incorporate the latest cutting-edge technology into their thesis projects. Students participating in the Research Synthesis program will attend a series of research seminars in the Department of Supply Chain Management; then, students will select one of those topics and work closely with top faculty in the department to create an academic literature review, followed by a presentation of the project. Work in the Research Synthesis program will help students develop strong research and analytical skills. Students should plan on using a full academic year to complete this project.

Contact: Dr. Arnie Maltz
arnold.maltz@asu.edu

**Consulting Scholars**

To gain practical experience in management consulting, business students may participate in Consulting Scholars, a three-semester targeted career program. These students will have the opportunity to engage in real consulting activities with actual clients, submitting proposals, conducting research, and presenting results that respond to client requests. Students may complete the thesis project through Consulting Scholars as an extension of their consulting work. Consulting Scholars is closely aligned with the certificate in honors business consulting. Students apply early in the spring semester for participation in the following academic year.

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Dr. Renee Hughner
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**InnovationSpace**

Ranked one of the best design programs in the nation by *Businessweek*, InnovationSpace challenges students to create products that have market value, while also serving societal needs and minimizing impacts on the environment. Teaming up with students from the W. P. Carey School of Business, the Ira A. Fulton Schools of Engineering, and the Herberger Institute for Design and the Arts, student participants create strategic plans for sponsoring companies that include developing a product concept, creating a prototype, and introducing the product to the marketplace. Through this project, students are able to complete their thesis requirements while having a meaningful impact on the daily lives of ordinary people. To learn more about this project, visit innovationspace.asu.edu.

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Contact: Dr. Renee Hughner
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**Student Investment Management Fund**
Finance students interested in investment banking careers may consider the SIM Fund project, which requires enrolling in a specific finance course during the fall and spring semesters. A small number of students are selected to participate and manage an actual investment portfolio. The group works closely with an advisory board comprising distinguished industry professionals who serve as resources to the students. Honors students may choose to use this experience and the acquired skill as a foundation for their thesis project. Previous thesis titles include: *Portfolio Creation and Analysis – A Guidebook and Active Investing in Volatile Markets*. Students are selected in the spring semester for participation in the following academic year.

Contact: Dr. Sunil Wahal  
sunil.wahal@asu.edu

**Intel Collaborative Thesis Program**
The Department of Finance selects 12 to 16 students annually to work in small groups to tackle problems facing Intel Corp. While a majority of the students participating in this project are finance majors, it is open to juniors and seniors of all business majors. Each small group works closely with finance faculty and Intel partners to analyze the issues presented and develop potential solutions. Recent project titles include: *Valuation of Intel’s Flash Memory Division*, *Time to Market Relevance of Application Processors for Mobile Handheld Devices*, and *Inventory Benchmarking at Intel*. Student selection takes place in September, followed by the thesis defense in March.

Contact: Dr. Mark Simonson  
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Certificate in honors business consulting

The certificate in honors business consulting is available to Business Honors students. This certificate is designed to enhance skills in critical thinking and problem solving, advanced quantitative analysis, and conceptualization and communication of strategic solutions. The certificate is closely aligned with Consulting Scholars, a career program that applies learned business skills and knowledge to real issues facing corporate clients. Completion of the certificate is a unique and valuable opportunity for honors students to gain true consulting experience and complete the required thesis/creative project.

The certificate requires at least 15 hours of coursework in which students have earned a grade of “C” or higher from the areas listed below. All 15 hours must be ASU credit. Contact your academic advisor for information regarding the required application.

Honors business core (6 hours):
ECN 303: Honors Managerial Economics
FIN 303: Honors Finance
MKT 303: Honors Marketing Theory and Practice
MGT 303: Honors Organizational Strategies, Leadership, and Behavior
SCM 303: Honors Global Supply Operations

Business modeling and analysis (9 hours):
WPC 494a: Consulting in Business
WPC 494b: Modeling Tools in Consulting
WPC 494c: Consulting Projects (capstone)  OR  WPC 493: Honors Thesis/Creative Project

Courses

In addition to the certificate in honors business consulting, the W. P. Carey School offers Business Honors students a full range of honors courses. Below is a list of courses offered at least once per academic year, complemented by special offerings of the academic departments:

ACC 261: Honors Uses of Acc. Information I
ACC 271: Honors Uses of Acc. Information II
CIS 236: Honors Introduction to Information Systems
ECN 213: Honors Macroeconomics
ECN 214: Honors Microeconomics
ECN 231: Honors Business Statistics
ECN 303: Honors Managerial Economics
ECN 414: Advanced Honors Microeconomics
FIN 303: Honors Finance
FIN 481: Honors Seminar in Finance
MGT 303: Honors Organizational Strategies, Leadership, and Behavior
MKT 303: Honors Marketing Theory and Practice
SCM 303: Honors Global Supply Operations

Each of these courses fulfills a business requirement while also fulfilling required honors coursework. They are taught by top business faculty in sections much smaller than the non-honors comparable courses (if applicable) to ensure that the Business Honors academic experience is a meaningful one.
Academic advising
Academic advising is an integral part of a student's college experience. While selection of courses and academic paths are ultimately the responsibility of the student, W. P. Carey Leaders Academy advisors help students learn of academic opportunities available to them; select courses that are most beneficial to their programs of study, including courses available for honors credit; and discuss how their academics may impact their career choices.

W. P. Carey Leaders Academy students (including all Business Honors students) may make appointments with their academic advisor through Advising SOS on My ASU or by calling 480-965-8710.

Student engagement
To build a strong community of talented and motivated students, co-curricular activities are planned throughout the academic year. These activities include the summer reading program, with faculty-led small group discussions; annual spring mixer and field day events which allow students, faculty, and staff to interact in informal surroundings; and a professional dinner series that offers students the opportunity to network with local professionals in a small, private setting.

Additionally, students have access to the W. P. Carey Leaders Academy Student Lounge. The lounge provides Leaders Academy and Business Honors students with space to study and access to computer and printing services.
W. P. Carey Leaders Academy faculty mentors from the business disciplines serve as honors faculty advisors for the W. P. Carey School of Business. These faculty members help students find honors and research opportunities within their respective fields. While the W. P. Carey Leaders Academy faculty mentors are not the appropriate resource for helping students develop their semester schedules or verify course requirements (this may be done through W. P. Carey Leaders Academy academic advisors), they can offer significant insight into long-term academic, research, and career aspirations. Students will have the opportunity to form relationships with these faculty members through programming within the academic departments and W. P. Carey Leaders Academy.

**Honors faculty advisors**

- **Accountancy**
  - Melissa Samuelson
  - melissa.samuelson@asu.edu

- **Agribusiness**
  - Troy Schmitz
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- **Business, BA Programs**
  - Rudy Pino
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- **Economics**
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- **Finance**
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- **Information Systems**
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- **Management**
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- **Marketing**
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- **Supply Chain Management**
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- **Supply Chain Management**
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