Chinese language and culture

As China becomes an increasingly important participant in the global economy and as the manufacturing and financial sectors become more globalized, the need for business professionals skilled in communicating in the Chinese language is growing. The W. P. Carey business degree in Chinese language and culture prepares you to meet this demand, with the skills and understanding needed to succeed in China and beyond. The business degree in Chinese language and culture gives you the chance to participate in ASU’s Chinese Language Flagship program – part of a national initiative to reinvent the way U.S. college students learn languages, with 27 programs at 22 colleges and universities nationwide.

Whether you choose to complete your capstone abroad in China and receive the Flagship designation, or complete your capstone here at the W. P. Carey School of Business, you will attain proficiency in Mandarin Chinese and develop a global perspective to complement and add value to your business degree.

Pursue diverse career opportunities

- Bilingual financial associate
- Bilingual insurance associate
- Bilingual investment consultant
- Business intelligence analyst
- Community engagement coordinator
- E-commerce business associate
- International marketing coordinator
- Logistics analyst
- Mandarin interpreter
- Mandarin translator
- Marketing coordinator
- Merchandising coordinator
- Research analyst

Map your future in Chinese language and culture

**Business intelligence analyst**

Able to distinguish between critical, important, and nonessential information. Provide insightful briefings for senior business executives. Research and inform overseas clients of the most current business practices, including news, financial analyst reports, market research, and business opportunities. Collaborate with associates across the country and around the world.

**International marketing coordinator**

Coordinate with Asia offices to identify materials for promotional outreach and draft press releases on region-specific news of interest to the media. Assist in preparing responses to RFPs, PowerPoint presentations, and business development pitches. Work with marketing team to develop and execute marketing events such as seminars, sponsorships, and hosted receptions in target markets. Evaluate and coordinate logistics of organization memberships and sponsorships in target markets.

**Merchandising coordinator**

Work closely with senior merchandisers, China merchandising team, and various other teams within the company to plan and execute merchandising strategies. Alongside senior staff, carry out performance merchandising functions such as sourcing and launching new product, analyzing and taking action based on sales data, and maintaining supply chain with other departments.

**Mandarin interpreter, Mandarin translator**

Interpret and translate to and from the Chinese and English languages as needed to support organization activities and project execution. Access various levels of Chinese business entities and government agencies. Conduct cultural and technical research as required by project team.
Add Value to Your Degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

**Chinese Students and Scholars Association (CSSA)**
**asucessa.org**

The Chinese Students and Scholars Association (CSSA) promotes social, intellectual, and cultural activities for Chinese students and scholars at Arizona State University, as well as other interested members in the ASU community.

**Ascend**
**ascendasu.com**

Ascend is the largest, nonprofit Pan-Asian organization for business professionals in North America. Enabling members, business partners, and the community to leverage the leadership and global business potential of Pan-Asians, membership is open to individuals of all ethnic and professional backgrounds, ages, and geographic locations.

**Contact**

Visit [wpcarey.asu.edu/sos](http://wpcarey.asu.edu/sos) to schedule an appointment with your advisor or career coach.

**Asian Business Leaders Association (ABLA)**
**asuabla.wordpress.com**

ABLA serves the needs of career-oriented students through academic support, leadership opportunities, and social environments where members can interact with the campus and community leaders. The main emphasis of the organization is to educate members about various Asian cultures in the business setting.

**Association of Chinese American Professionals (ACAP)**
**acap-usa.org**

ACAP strives to foster professional development and fellowship among its members, facilitate the development of leadership skills of Chinese American professionals, and address various issues that Chinese American professionals faced in the workplace.