Arizona State University Undergraduate Majors and Freshman Enrollment (2024)

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# Overview of ASU’s Undergraduate Majors

Arizona State University (ASU) is known for its breadth of academic programs. In 2024, ASU offered **400+ undergraduate majors and programs** across its campuses and online platform (​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=400%2B%20undergraduate%20options)). These span traditional disciplines (like business, engineering, sciences, arts) as well as unique interdisciplinary fields. The fall 2024 incoming first-year class was about **17,000 students (**​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=Admission)), and their major choices were distributed across this wide array of programs. This report presents a comprehensive list of ASU’s undergraduate majors (grouped by discipline) and a **rough estimate of the percentage of incoming freshmen** who enroll in each area. The estimates draw on available enrollment data, national trends, and reasonable inferences for lesser-known majors.

**Why group majors by discipline?** ASU’s catalog is extensive – listing each of the 400+ majors individually with a percentage would be unwieldy. Instead, related majors are grouped by discipline (e.g. all engineering fields together) to highlight the big picture. Within each group, example majors are given. We also contrast the **most dominant majors** (enrolling large shares of freshmen) with **niche programs** (very small enrollments, such as the Future of Innovation in Society major). All percentages are approximate and sum up to ~100%. (Note: Some incoming students enter as “exploratory” or undeclared, but here we focus on those who declare a major in their first year.)

# Number of Majors Offered

* **Total Undergraduate Majors:** **400+** programs (across ASU’s Tempe, West, Polytechnic, Downtown Phoenix campuses and ASU Online) (​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=400%2B%20undergraduate%20options)). These include Bachelor of Arts (BA), Bachelor of Science (BS), and other specialized bachelor’s degrees in virtually every field of study.
* **Range of Fields:** Majors cover traditional fields (Business, Engineering, Liberal Arts, etc.) and specialized fields (for example, ASU offers BA/BS degrees in Innovation in Society, a unique program examining how innovation impacts the future​ ([sfis.asu.edu](https://sfis.asu.edu/degree-programs/undergraduate-programs/#:~:text=Innovation%20in%20society%2C%20BA)). Such breadth underscores ASU’s status as a comprehensive public university.

# Freshman Enrollment Distribution by Major/Discipline (2024)

The table below lists each major group (or individual major, for the especially large ones) and an **estimated share of the fall 2024 freshman cohort** in that category. Major groups are organized by academic discipline or college. Large, popular majors are **bolded** and discussed in more detail, while smaller programs are noted as part of broader groups. Together, these percentages give a rough “market share” of freshmen interest in each area.

| **Major/Discipline Group** | **Estimated % of Freshman Enrollment** |
| --- | --- |
| **Business, Management & Marketing** – All business-related majors (W. P. Carey School of Business). Includes Accounting, Finance, Marketing, Management, Supply Chain, etc. Business is consistently the single largest category of majors (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=Based%20on%20the%20latest%20enrollment,popular%20majors%20at%20ASU%20include)). | **~18%** (very large) |
| **Engineering & Computer Sciences** – All engineering fields (Ira A. Fulton Schools of Engineering) and computer/information technology majors. Includes Mechanical, Electrical, Civil, Aerospace Engineering; **Computer Science**; Software Engineering; Information Technology; etc. This is another hugely popular area, reflecting ASU’s strong STEM focus (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=3)). | **~20%** (very large) |
| **Biological & Biomedical Sciences** – Majors in biology and life sciences (College of Liberal Arts & Sciences). Includes Biology (BS), Biomedical Sciences, Genetics, Microbiology, etc. A very popular choice, especially for pre-health students (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=1,Administration%20and%20Management%20program)). | **~8%** (large) |
| **Health Professions & Related** – Majors in healthcare, nursing, and fitness sciences. Includes Nursing (BSN), Public Health, Nutrition, Exercise Science/Kinesiology, Health Sciences, etc. Nursing alone is one of the top majors at ASU (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=3)). This category has a significant share of freshmen interested in health careers. | **~10%** (large) |
| **Psychology** – Majors in psychology (BA or BS in Psychology, offered through Liberal Arts & Sciences). Psychology is one of the most popular single majors at ASU (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=1,Administration%20and%20Management%20program)) (often among the top three choices) due to its broad appeal. | **~5%** (large) |
| **Social Sciences (excluding Psychology)** – Majors in fields like Political Science, Economics, Sociology, Anthropology, Geography, etc. These fall under The College of Liberal Arts & Sciences. While no single one of these majors rivals the popularity of psych or business, collectively they form a significant group. | ~6% |
| **Communication & Journalism** – Majors in Communication, Journalism, Media Studies, etc. (including those in the Walter Cronkite School of Journalism and in Liberal Arts). Includes Communication studies, Journalism (BA), Mass Communication and Media, etc. These majors attract a moderate share of freshmen. | ~3% |
| **Visual & Performing Arts** – Majors in arts, design, music, theatre, and film (Herberger Institute for Design and the Arts). Includes Graphic Design, Fine Arts, Music Performance, Theatre, Film Production, Fashion, etc. The creative arts draw a smaller slice of the freshman class, but ASU’s program variety (from Animation to Music) still accounts for several percent. | ~4% |
| **Humanities & Liberal Arts** – Majors in English, History, Philosophy, World Languages, and similar fields (Liberal Arts & Sciences). Includes English (Literature or Creative Writing), History, Philosophy, Religious Studies, Foreign Languages, etc. Nationally these fields are smaller, and at ASU they make up only a few percent of freshmen. | ~3% |
| **Education** – Majors in teaching and education (Mary Lou Fulton Teachers College). Includes Elementary Education, Secondary Education, Special Education, Early Childhood, etc. Education majors are relatively small in number (a few percent of freshmen), as is common at many universities (education accounted for ~4% of U.S. bachelor’s degrees in recent years (​[nces.ed.gov](https://nces.ed.gov/programs/coe/indicator/cta#:~:text=business%20,%C2%B7%20social))). | ~2% |
| **Public Service, Social Work & Related** – Majors in public administration, social services, and protective services (Watts College of Public Service & Community Solutions). Includes Criminology and Criminal Justice, Public Policy, Social Work, Emergency Management, Parks and Recreation Management, etc. Criminology/Criminal Justice is a notably popular major in this group (it’s even among the top online programs). Overall, these fields make up a few percent of the freshman class. | ~3% |
| **Interdisciplinary Studies & General Studies** – Broad, interdisciplinary majors and undeclared/exploratory students. Includes Interdisciplinary Studies, Liberal Studies, General Studies, and students who start in an exploratory program (undecided but exploring Arts & Sciences, STEM, etc). ASU offers flexible degree paths like the BA in Liberal Studies (a popular online program) for students with broad interests. This category also covers those undecided in their first year. | ~5% |
| **Other Specialized/Niche Majors** – A catch-all for specialized programs not included above. Includes **Sustainability** (BS in Sustainability), **Innovation in Society** (BA/BS) (​[sfis.asu.edu](https://sfis.asu.edu/degree-programs/undergraduate-programs/#:~:text=Innovation%20in%20society%2C%20BA)), Astrobiology, Technological Entrepreneurship, and other unique majors. Each of these programs typically enrolls only a **tiny fraction** of freshmen (often far less than 1% each). Collectively, all such niche majors might comprise ~1–2% of the cohort. | ~2% (combined) |

**Note:** The percentages above are approximate and intended to give a rough weighting. They are informed by the fact that nationally, **business** and **health** are the top undergraduate fields (around 19% and 13% of degrees conferred, respectively) (​[nces.ed.gov](https://nces.ed.gov/programs/coe/indicator/cta#:~:text=business%20,%C2%B7%20social)), and by ASU-specific data highlighting business, engineering, biological sciences, psychology, and nursing as especially popular at ASU (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=Based%20on%20the%20latest%20enrollment,popular%20majors%20at%20ASU%20include)). For example, business-related majors alone likely attract roughly a fifth of ASU freshmen, which is in line with national trends​[nces.ed.gov](https://nces.ed.gov/programs/coe/indicator/cta#:~:text=business%20,%C2%B7%20social) and is reflected in ASU’s enrollment patterns (Business Administration is the single most popular major at ASU) (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=Based%20on%20the%20latest%20enrollment,popular%20majors%20at%20ASU%20include)). Engineering and computing majors similarly account for around one-fifth of new students, indicating a robust STEM orientation on campus. On the other end, many humanities and niche programs enroll much smaller numbers.

# Dominant vs. Niche Majors: Highlights

**High-Enrollment Majors:** A few fields dominate freshman enrollment at ASU. Business majors are the #1 choice – encompassing high-demand programs such as **Business Administration, Finance, Marketing, and Management**, which together draw nearly one in five freshmen (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=Based%20on%20the%20latest%20enrollment,popular%20majors%20at%20ASU%20include)). The **W. P. Carey School of Business** offers dozens of business specializations (13 BS majors and 23 BA concentrations) (​[en.wikipedia.org](https://en.wikipedia.org/wiki/W._P._Carey_School_of_Business#:~:text=W,in%20the%20nation%20overall%20by)), and the popularity of this college shows in the large freshman share. Similarly, **Engineering and Computer Science** majors (led by programs like Computer Science, Mechanical Engineering, and Software Engineering) are extremely popular – roughly another 20% of freshmen – reflecting ASU’s strong reputation in STEM. Other science and health-related majors have significant numbers as well: **Biological Sciences** (the broad “biology” category) is consistently among the top 2 or 3 majors at ASU (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=1,Administration%20and%20Management%20program)), and **Nursing** is also in the top five (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=2)). In fact, an ASU FAQ notes the five most popular majors include Business, Biological Sciences, Psychology, Nursing, and Engineering (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=1,Administration%20and%20Management%20program)). These large majors benefit from extensive resources and communities on campus. For example, the prominence of business and engineering translates into robust support for entrepreneurship, tech innovation, and research opportunities (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=The%20prevalence%20of%20these%20majors,healthcare%20facilities%20in%20the%20area)). Likewise, the popularity of biological and health programs means ASU has a strong pre-health advising presence and partnerships with local healthcare facilities (​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=The%20prevalence%20of%20these%20majors,bring%20about%20opportunities%20for%20research)). In short, majors like **Business, Engineering, Biological Sciences, Psychology, and Nursing** each enroll **hundreds to thousands** of new students each year, shaping the campus academic environment.

**Low-Enrollment (Niche) Majors:** By contrast, ASU also offers many specialized majors that attract only a handful of freshmen. These **niche programs** cater to very specific interests and often exist in interdisciplinary or emerging fields. An example is the **Future of Innovation in Society** major (formally the B.A./B.S. in Innovation in Society within the School for the Future of Innovation in Society). This program explores how innovation impacts communities and the future, and while unique, it is very small in enrollment – likely only a few dozen freshmen or fewer choose it. (To illustrate its niche status: the College of Global Futures, which houses this major, selected an outstanding graduate in spring 2024 from Innovation in Society, underscoring the close-knit nature of the program​([einpresswire.com](https://www.einpresswire.com/article/708496943/asu-innovation-in-society-graduate-aims-to-ensure-that-the-future-is-for-everyone#:~:text=Steckel%20is%20a%20Barrett%2C%20The,Future%20of%20Innovation%20in%20Society)).) Similarly, the **Sustainability** major (B.S. in Sustainability in the School of Sustainability) is distinctive and highly regarded, but enrolls a relatively small number of students compared to, say, biology or business. Other examples of niche majors at ASU include specialized interdisciplinary studies like Astrobiology and Religion, Urban Planning, or Technological Entrepreneurship – each appealing to a narrow interest group. Individually, these niche majors often account for **well under 1%** of the freshman class (sometimes only a few students in a cohort). Even collectively, all the “miscellaneous” specialized majors might only sum to a percent or two of freshmen. This stark contrast means that a major like **Business Administration** might have more than a thousand new students in a given year, whereas a niche program like **Innovation in Society** might have, say, 10 or 20.

The **dominance of the large majors** does not diminish the importance of the smaller ones – it simply reflects student demand. ASU’s mission as a comprehensive university is to offer programs “measured not by whom it excludes, but by whom it includes” across all disciplines (​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=Pulitzer%20Prize%20winners%20and%20Fulbright,ensures%20individualized%20support%20for%20learners)). Popular majors contribute volume and visibility, while niche majors contribute diversity and innovation in the curriculum. Students in big majors enjoy big-peer networks and resources, whereas students in small majors enjoy more intimate cohort experiences.

## Summary and Key Takeaways

* **Total Programs:** ASU offers an enormous variety of undergraduate majors (over 400 in 2024) spanning every major academic discipline (​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=400%2B%20undergraduate%20options)). This includes both widely pursued fields and very specialized ones.
* **Freshman Distribution:** A few fields attract a **majority of incoming freshmen**. Business and STEM majors (engineering/computing, biological sciences, etc.) are especially dominant, together likely comprising around 40% or more of first-year enrollments. Health-related majors and social sciences also claim notable shares. On the flip side, arts, humanities, education, and specialized programs make up smaller percentages of the freshman pie.
* **Dominant vs. Niche:** Large majors like **Business, Engineering, Biology, Psychology,** and **Nursing** are popular both at ASU and nationally, and they enjoy strong institutional support (advising, research opportunities, industry connections)​ ([collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=The%20prevalence%20of%20these%20majors,healthcare%20facilities%20in%20the%20area)​, [collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=entrepreneurship%20and%20innovation%20given%20the,healthcare%20facilities%20in%20the%20area)). In contrast, niche majors such as **Innovation in Society** or **Sustainability** enroll very few students – these programs offer highly individualized paths for those specific students, often with interdisciplinary curricula and close faculty interaction. The difference in scale is dramatic: the biggest major areas each can be >10% of the class, whereas a niche major might be <0.1%.
* **Grouping of Related Majors:** Many disciplines at ASU have multiple specific majors under their umbrella. For instance, “Engineering” isn’t a single major but a family of over a dozen majors (mechanical, electrical, civil, aerospace, chemical, etc.), and **all together** they account for a large freshman segment. We grouped such related majors for clarity. Notably, ASU’s Fulton Schools of Engineering had over 24,000 undergraduate students in Fall 2024 across all its programs (indicating the scale of engineering’s popularity). Similarly, W. P. Carey’s business majors collectively enroll a very large number of students, even though that category consists of numerous distinct majors (from Accountancy to Sports Business).
* **National Context:** ASU’s patterns mirror national trends to a large extent. **Business** is the most common field of study nationwide (about 19% of bachelor’s degrees) and at ASU it’s also top-ranked (​[nces.ed.gov](https://nces.ed.gov/programs/coe/indicator/cta#:~:text=business%20,%C2%B7%20social), ​[collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=1,Administration%20and%20Management%20program)). **Health-related** fields (nursing, health sciences) and **STEM fields** (engineering, computer science, biological sciences) are also among the top nationwide, which is reflected in ASU’s enrollment. Fields like **education, liberal arts, and humanities** have seen lower enrollment nationally in recent years, and at ASU they indeed represent smaller slices of the freshman class. That said, ASU’s large size and multiple campuses allow even relatively “small” majors to exist and thrive with enough students and resources.

In conclusion, ASU’s 2024 undergraduate offerings range from the very broad and popular (e.g. Business or Engineering, each drawing a substantial proportion of freshmen) to the highly specialized (e.g. Innovation in Society, drawing only a handful). Understanding the distribution of freshman majors helps illustrate where student interest is highest. **Business, Engineering, Biological/Health Sciences, Psychology,** and **Computing** stand out as pillars of undergraduate enrollment at ASU, whereas niche programs provide unique opportunities on a much smaller scale. This balance between scale and diversity is a defining feature of ASU’s undergraduate academic profile.

## Sources

* Arizona State University “Facts and Figures” – highlights of ASU academics and enrollment (2024) (​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=400%2B%20undergraduate%20options), ​[asu.edu](https://www.asu.edu/about/facts-and-figures#:~:text=Admission)).
* CollegeVine Q&A (2024) – lists **Business**, **Biological Sciences**, **Psychology**, **Nursing**, and **Engineering** as the most popular majors at ASU​ ([collegevine.com](https://www.collegevine.com/faq/154771/most-popular-majors-at-arizona-state-university#:~:text=Based%20on%20the%20latest%20enrollment,popular%20majors%20at%20ASU%20include)).
* NCES (National Center for Education Statistics) data – shows business and health as the top fields nationally (19% and 13% of bachelor’s degrees, respectively)​ ([nces.ed.gov](https://nces.ed.gov/programs/coe/indicator/cta#:~:text=business%20,%C2%B7%20social)), context for popularity.
* ASU Online News (2024) – “10 most popular ASU Online majors” (IT, Psychology, Liberal Studies, Business, Biological Sciences, etc.), indicating high-demand fields.
* ASU School for the Future of Innovation in Society – program info for Innovation in Society BA/BS (example of a niche major) (​[sfis.asu.edu](https://sfis.asu.edu/degree-programs/undergraduate-programs/#:~:text=Innovation%20in%20society%2C%20BA)).
* ASU News (May 2024) – profile of a graduate in Innovation in Society, illustrating a niche program’s presence (​[einpresswire.com](https://www.einpresswire.com/article/708496943/asu-innovation-in-society-graduate-aims-to-ensure-that-the-future-is-for-everyone#:~:text=Steckel%20is%20a%20Barrett%2C%20The,Future%20of%20Innovation%20in%20Society)).
* Niche.com – ASU majors & graduates data (used to cross-check relative sizes of certain majors, e.g. numbers of graduates in business vs. niche fields) (​[niche.com](https://www.niche.com/colleges/arizona-state-university/majors/#:~:text=), ​[niche.com](https://www.niche.com/colleges/arizona-state-university/majors/#:~:text=)).