

**ENMU-RUIDOSO AA IN BUSINESS ADMINISTRATION**  
**ENMU-PORTALES BBA IN BUSINESS ADMINISTRATION**  
**Emphasis in Marketing**  
**2021 - 2023**

**Associate of Arts in Business Administration at ENMU-Ruidoso (Minimum 53 Credit Hours)**

Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
FYEX	1110	First Year Seminar	3	ECON	2110	Macroeconomic Principles (NMGEC and AA Reqmt)	3
ENGL	1110	Composition I	3	ECON	2120	Microeconomic Principles	3
ENGL	2210	Comp II (recommended Communication NMGEC)	3	NMGEC	*	Creative and Fine Arts	3
MATH	1216	Preparatory Algebra	4	NMGEC	*	Humanities	3
MATH	1350	Introduction to Statistics	4	NMGEC	*	Communication (suggest COMM 1130)	3
ACCT	2110	Principles of Accounting (ENMU-P BBA Reqmt)	4	NMGEC	*	Science with Lab	4
ACCT	2120	Principles of Accounting II	4	NMGEC	*	Flexible nine	9

Total Hours: 53

**Courses That Can Be Completed at Either Institution**

Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
These required courses may be completed at either ENMU-Ruidoso (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.				BLAW	2110	Business Law I	3
				BCIS	1115	Introduction to Computers (IS 151)	3
				BCIS	2217	Microsoft Excel	3
				MATH	1220	College Algebra (ENMU-P BBA Reqmt)	4
				MGMT	2110	Principles of Management (ENMU-P BBA Reqmt)	3
				MKTG	2110	Principles of Marketing (ENMU-P BBA Reqmt)	3
				BFIN	2110	Introduction to Finance (ENMU-P Reqmt)	3

**Bachelor of Business Administration, Emphasis in Marketing at ENMU-Portales**

Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
BCIS	301	Information Systems for Managers	3	MKTG	452	Integrated Marketing Communications	3
MGMT	313	Organizational Behavior	3	BUS	453	Business Strategy & Policy	3
BFIN	315	Managerial Finance I	3	MKTG	430	Int'l Marketing (meets Int'l Course reqmt)	3
BUS	381	Business Research and Analytics	3	MKTG	3xx/4xx	Elective in MKTG	3
BCIS	315	E-Business Strategy	3	*	3xx/4xx	Any Businexx course -OR- 3 hours of Internship	3
MKTG	325	Services Marketing	3	*	*	Upper-Division Diversity/Global requirement	3
MKTG	419	Consumer Behavior	3			(recommend BUS 310)	
MKTG	425	Marketing Management	3	*	*	Electives if needed	Var.

<b>Minimum GPA Requirement</b>	<b>2.0</b>	<b>ENMU-Ruidoso Associate's Degree</b>	<b>53</b>
<b>Minimum hours Upper-Division Courses</b>	<b>40</b>	<b>Recommended ENMU-U/ENMU-P lower-div Business Foundation</b>	<b>Var.</b>
<b>Minimum hours taken from ENMU-Portales (final 30 of 60)</b>	<b>30</b>	<b>Business Foundation, Core Int'l &amp; Gen Business Emphasis Req'ts</b>	<b>54-60</b>
<b>Minimum hours for BBA (Transferred + ENMU-Portales)</b>	<b>120</b>	<b>Electives (if needed to meet ENMU-P BBA requirements)</b>	<b>Var.</b>

**Total: Minimum 120 Credit Hours**