

NEW MEXICO JUNIOR COLLEGE AA IN BUSINESS ADMINISTRATION
ENMU-PORTALES BBA IN BUSINESS ADMINISTRATION
Emphasis: Marketing
Academic Year 2023 - 2024

AA in Business Administration at NMJC (Minimum Credit Hours 61)						
Subject	Number	Title	Credit Hours	Subject	Number Title	Credit Hours
ENGL	** 1110	Composition I	3	BFIN	2110 Introduction to Finance	3
ENGL	** 1120	Composition II	3	MGMT	2110 Principles of Management	3
COMM	*	COMM 1130** Public Speaking -OR- COMM 2120** Interpersonal Communication -OR- COMM 2130** Small Group Communication	3	MKTG	2110 Principles of Marketing	3
MATH	** 1220	College Algebra	3	BLAW	2110 Business Law I	3
ECON	** 2110	Macroeconomic Principles	3	MATH	** 1350 Statistics	3
ECON	** 2120	Microeconomic Principles	3	*	* Lab Science with Lab	4
ACCT	2110	Principles of Accounting I	3	*	* Humanities	6
ACCT	2120	Principles of Accounting II	3	*	* Fine Arts	3
BCIS	1110	Fundamentals of Info Literacy & Systems	3	*	* English Elective (2000 level)	3
				*	* Elective	3
				** May also be used to satisfy New Mexico General Education Requirements.		
					Total Hours	61

Courses That Can Be Completed at Either Institution				
	Subject	Number	Title	Credit Hours
These required courses may be completed at either NMJC (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.	BCIS	2217	MS Excel	3

BBA in Business Administration, Marketing Emphasis at ENMU-Portales						
	Subject	Number	Title		Credit Hours	
BUS	380	Data Analysis	3	BCIS	315 E-Business Strategy	3
BCIS	301	Information Systems for Managers	3	MKTG	325 Services Marketing	3
BFIN	315	Managerial Finance I	3	MKTG	419 Consumer Behavior	3
MGMT	313	Organizational Behavior	3	MKTG	452 Integrated Marketing Communications	3
MGMT	330	Production and Operations Management	3	MKTG	3xx/4xx Upper-Division Marketing Elective	3
MKTG	425	Marketing Management	3	*	3xx/4xx College of Business Elective	3
BUS	453	Business Strategy and Policy	3	*	* Upper-Division Diversity/Global requirement	3
MKTG	430	International Marketing	3	*	* Electives if needed to meet BBA requirements	Var.

Minimum GPA Requirement	2.0	NMJC AA in Business Administration	61
Minimum hours of Upper-Division Courses for All Degrees	40	ENMU-Portales Upper-Div Diversity/Global requirement	3
Minimum hours taken from ENMU-Portales (final 30 of 60)	30	ENMU-Portales BBA in Business Administration	Var.
Minimum hours for Emphases	18-21	ENMU-Portales Marketing Emphasis requirements	18
Minimum hours for All Degrees (Transferred + ENMU-Portales)	120	Electives if needed to meet Degree requirements	Var.

Total: Minimum 120 Credit Hours