



Eastern New Mexico University
College of Business
2023-2025 Catalog

Major: Business Administration	Minor: Not Required
Emphasis: Marketing	Degree: Bachelor of Business Administration (B.B.A.)

This degree plan is a guide only. Consult with an adviser before enrolling in courses. For more detailed information on coursework and degree requirements, refer to the catalog and consult with an adviser.

All course requirements in the major must have a grade of "C" or better. All acceptable transfer work from a junior or community college will be recorded as lower division credit.

Note: All Bachelor degrees at ENMU require 120 minimum total credit hours including 40 upper-division (300-/400-level) hours. B.A. candidates must satisfy the language requirement (6-14 hours). Developmental and vocational/technical courses will not be counted toward graduation requirements.

BACHELOR'S DEGREE REQUIREMENTS (9 hours)

FYEX 1110 First-Year Seminar
Diversity/Global Upper-Division
International Course: MKTG 430 International Marketing

GENERAL EDUCATION REQUIREMENTS (non-teaching) (31-33 hours)

Note: Some Business Foundation Requirements and Basic Skills Requirements may also fulfill General Education Requirements. See adviser for details.

REQUIREMENTS in Business Foundation (38 hours)

ACCT 2110 Principles of Accounting I
ACCT 2120 Principles of Accounting II
BCIS 1110 Introduction to Information Systems
BCIS 2217 MS Excel
BFIN 2110 Introduction to Finance
BLAW 2110 Business Law I
* ECON 2110 Macroeconomic Principles
* ECON 2120 Microeconomic Principles
* MATH 1350 Introduction to Statistics
MGMT 2110 Principles of Management
MKTG 2110 Principles of Marketing

Select one of the following:

* MATH 1220 College Algebra
* MATH 1510 Calculus I
MATH 1520 Calculus II
MATH 2530 Calculus III

* May also be used to satisfy General Education Requirements.

REQUIREMENTS in Business Core (21 hours)

BCIS 301 Information Systems for Managers
BFIN 315 Managerial Finance I
BUS 380 Business Analytics
MGMT 313 Organizational Behavior
MGMT 330 Production and Operations Management
MKTG 425 Marketing Management
* BUS 453 Business Strategy & Policy

*The capstone course (BUS 453) is to be completed the last semester of the senior year. Prerequisites include successful completion of the Business Foundation Requirements, BFIN 315, MGMT 330, and MKTG 425. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

REQUIREMENTS in Marketing Emphasis (18 hours)

MKTG 325 Services Marketing
MKTG 413 Digital Marketing
MKTG 419 Consumer Behavior
MKTG 452 Integrated Marketing Communications

Complete one upper-division (300-/400-level) MKTG course for 3 credit hours, and any one College of Business upper-division (300-/400-level) elective for 3 credit hours. An internship (up to 3 credit hours) may be used to fulfill the College of Business upper-division elective requirement. (BUS 310 Global Business cannot be counted for both an elective and Global Diversity credit.)

ELECTIVES As needed to fulfill requirement of 120 total credit hours.