

CLOVIS COMMUNITY COLLEGE (2025-2026)
ASSOCIATE OF SCIENCE IN BUSINESS ADMINISTRATION
ENMU-PORTALES (2025-2027)
BACHELOR OF BUSINESS ADMINISTRATION, EMPHASIS IN MARKETING

Associate of Science in Business Administration at CCC (Minimum Credit Hours 62)							
Subject	No.	Title	Hours	Subject	No.	Title	Hours
BCIS	1110	Fundamentals of Info Literacy & Systems	3	MGMT	2110	* Principles of Management	3
ACCT	2110	* Principles of Accounting I	4	MKTG	2110	* Principles of Marketing	3
ACCT	2120	* Principles of Accounting II	4	PHED		Physical Education Activity	1
BFIN	2110	* Introduction to Finance	3	ECON	2110	Macroeconomic Principles	3
BLAW	2110	Business Law I	3	ECON	2120	Microeconomic Principles	3
BUSA	1110	Introduction to Business	3			New Mexico General Education Requirements. Consult with CCC advisor and CCC catalog.	31-33

Courses That Can Be Completed at Either Institution				
	Subject	No.	Title	Hours
These required courses meet specific course requirements at ENMU. They may be completed at either Clovis Community College (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.	MATH	1350	Intro to Statistics (Required for BBA)	3
	MATH	*	1220 or 1510/1520/2530 (Required for BBA)	4
	ENGL	** 1110	Engl Comp I (Required for BBA)	3
	ENGL	** 1120	Engl Comp II (Required for BBA)	3
	COMM	** 1130, 2120 -OR- 2140	(Required for BBA)	3
The faculty at ENMU-Portales strongly recommends that transfer students take these courses (required for Bachelor Degree) from CCC.				** May be used to fulfill General Education requirements.

Bachelor of Business Administration, Marketing Emphasis, at ENMU-Portales							
Subject	No.	Title	Hours	Subject	No.	Title	Hours
Diversity / Global Upper-Division Requirement			3	BUS	453	Business Strategy & Policy	3
* * International Course (MGMT 430)			3	MKTG	413	Digital Marketing	3
BCIS	301	Information Systems for Managers	3	MKTG	325	Services Marketing	3
BFIN	315	Managerial Finance I	3	MKTG	419	Consumer Behavior	3
BUS	380	Business Analytics	3	MKTG	452	Integrated Marketing Communications	3
MGMT	313	Organizational Behavior	3	ONE upper-division MKTG elective course			3
MGMT	330	Production & Operations Management	3	ONE upper-division COB elective course			3
MKTG	425	Marketing Management	3	* * Electives to meet BA/BS requirements *			Var.

Minimum GPA Requirement	2.0	CCC AS in Business Administration	62
Minimum hours of Upper-Division Courses for BBA Degree	40 *	ENMU-Portales Upper-Div Diversity/Global requirement	3 *
Minimum hours taken from ENMU-Portales (final 30 of 60)	30 *	ENMU-Portales BBA in Marketing	Var.
Minimum hours for Emphasis Hours	Var.	ENMU-Portales Emphasis requirements	Var.
Minimum hours for BBA (Transferred + ENMU-Portales)	120 *	Electives if needed to meet Degree requirements	Var.

* BA/BS Degree Requirements Total: Minimum 120 Credit Hours