



EASTERN NEW MEXICO UNIVERSITY - RUIDOSO (2024-2025)
ASSOCIATE OF ARTS IN BUSINESS ADMINISTRATION
EASTERN NEW MEXICO UNIVERSITY - PORTALES (2025-2026)
BACHELOR OF BUSINESS ADMINISTRATION, Marketing Emphasis

Associate of Arts in Business Administration at ENMU-Ruidoso (Minimum 60 Credit Hours)							
Subject	No.	Title	Hours	Subject	No.	Title	Hours
FYEX	1110	First Year Seminar	3	ACCT	2120	Principles of Accounting II	3
ENGL	1110	English Composition I	3	ECON	2110	Macroeconomic Principles	3
ENGL	1120	English Composition II	3	ECON	2120	Microeconomic Principles	3
MATH	*	MATH 1130, 1220, 1230, 1510, 1520	4	*	*	Business Electives - Choose TWO: BCIS 1115, 2310, BFIN 2110, MGMT 2110 -OR- MKTG 2110	6
BUSA	1110	Introduction to Business	4				
MATH	1350	Introduction to Statistics	4				
ACCT	2110	Principles of Accounting (ENMU-P BBA Reqmt)	3			New Mexico General Education Requirement	31

Courses That Can Be Completed at Either Institution							
				Subject	No.	Title	Hours
These required courses may be completed at either ENMU-Ruidoso (recommended) or at ENMU-Portales. Some courses may satisfy a General Education requirement, and/or a BBA requirement. A grade of C or better is necessary for these courses.				BCIS	1110/1115	Introduction to Information Systems	3
				COMM	*	COMM 1130/2120/2140 (ENMU-P BBA Reqmt)	3
				MATH	*	MATH 1220, 1510, 1520 -OR- 2530	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	No.	Title	Hours	Subject	No.	Title	Hours
Upper-Division Diversity/Global Course Requirement			3	MGMT	330	Production & Operations Management	3
International Course Requirement (MKTG 430)			3	MKTG	325	Services Marketing	3
BLAW	2110	Business Law I	3	MKTG	419	Consumer Behavior	3
BCIS	2217	Microsoft Excel	3	MKTG	425	Marketing Management	3
BCIS	301	Information Systems for Managers	3	MKTG	452	Integrated Marketing Communications	3
BFIN	315	Managerial Finance I	3	MKTG	413	Digital Marketing	3
BUS	380	Business Analytics	3	MKTG	3XX/4XX	Upper-division MKTG elective course	3
BUS	453	Business Strategy & Policy	3	*	3XX/4XX	Any Business course -OR- 3 hours of Internship	3
MGMT	313	Organizational Behavior	3	Electives to meet BBA requirements *			Var.

Minimum GPA Requirement: 2.0							
Minimum hours of General Education Courses			31 *	ENMU-Ruidoso Associate's Degree			60
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, Marketing Emphasis			Var.
Minimum hours for BBA (Transferred + ENMU-Portales)			120 *	Electives (if needed to meet ENMU-P BBA requirements)			Var.
* BBA Degree Requirements				Total: Minimum 120 Credit Hours			