



ENMU-RUIDOSO (2024-2025)
ASSOCIATE OF ARTS IN BUSINESS ADMINISTRATION
ENMU-PORTALES (2023-2025)
BACHELOR OF BUSINESS ADMINISTRATION, Emphasis in Marketing

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:	6
MATH	1216	Preparatory Algebra	4			BCIS 1115, BCIS 2310, BFIN 2110, MGMT 2110 -OR-	
MATH	1350	Introduction to Statistics	4			MKTG 2110	
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. A grade of C or better is necessary for these courses.				BLAW	2110	Business Law I	3
				BCIS	1110 / 1115	Introduction to Information Systems	3
				BCIS	2217	Microsoft Excel	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
BCIS	301	Information Systems for Managers	3	BUS	453	Business Strategy & Policy	3
MGMT	313	Organizational Behavior	3	MKTG	413	Digital Marketing	3
BFIN	315	Managerial Finance I	3	MKTG	430	Int'l Marketing (meets Int'l Course reqmt)	3
BUS	380	Business Analytics	3	MKTG	3xx/4xx	Elective in MKTG	3
MGMT	330	Production & Operations Management	3	*	3xx/4xx	Any Business 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 to meet BA/BS requirements *	Var.
MKTG	452	Integrated Marketing Communications	3				

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

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