

NEW MEXICO MILITARY ACADEMY (2022-2023)

AA IN BUSINESS ADMINISTRATION

ENMU-PORTALES (2023-2025)

BBA IN BUSINESS, Emphasis in Marketing

Associate of Arts in Business Administration at NMMI (61 to 72 Minimum Credit Hours)

Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
ACCT	2110	Principles of Accounting I	3	HIST Elective: TWO of HIST 1110, 1120, 1130, 1140, 1150, 1160, 2145			6
ACCT	2120	Principles of Accounting II	3	Humanities or Modern Language Electives			6
ECON	2110	Macroeconomics Principles	3	Science Electives: TWO from ASTR, BIOL, CHEM, GEOL or PHYS			8
ECON	2120	Microeconomics Principles	3	MATH 1130 or above*, **			3 to 4
		Electives: One of BUSA 1110, 2460, BCIS 1110, GEOG 2140, MGMT 2110 -OR- MKTG 2110	3	Social/Behavioral Sci: ANTH, CJUS, ECON, GEOG, POLS, PSYC, SOCI			6
ARTS Electives:		One from ARTS 1053, 1103, 1403, 1903, 1913, 1993	3	Creative & Fine Arts: ARTS, DRAM, ENGL, MUSC			3
ENGL	1110	English Composition I	3	Military Science Leadership			2 to 12
ENGL Elective:		*BUSW 2113, ENGL 1120, *2210, 2610, 2620, 2630, 2640	3				
COMM	1130	Public Speaking	3				

* MATH 1220 & BUSW 2113/ENGL 2210 are required for this major.
** MATH 1430 & MATH 1350 are highly recommended.

Courses That Can Be Completed at Either Institution

	Subject	Number	Title	Credit Hours
These required courses may be completed at either NMMI (recommended) or at ENMU-Portales. A grade of C or better is necessary for these courses.	FYEX	1110	First-Year Seminar	3
	BCIS	1110	Intro to Information Systems	3
	ENGL	1120	English Composition II (req'd for BBA)	3
	MGMT	2110	Principles of Management	3
	MKTG	2110	Principles of Marketing	3
	MATH	1350	Introduction to Statistics (req'd for BBA)	3
			One of: MATH 1220, 1510, 1520 -OR- 2530 (req'd for BBA)	3

Bachelor of Business Administration (Marketing Emphasis) at ENMU-Portales

Subject	Number	Title	Credit Hours	Subject	Number	Title	Credit Hours
*	*	Diversity/Global Upper-Division	3	MKTG	425	Marketing Management	3
*	*	International Course Requirement	3	MKTG	413	Digital Marketing	3
BCIS	2217	MS Excel	3	MKTG	325	Services Marketing	3
BFIN	2110	Introduction to Finance	3	MKTG	419	Consumer Behavior	3
BLAW	2110	Business Law I	3	MKTG	452	Integrated Marketing Communications	3
BCIS	301	Information Systems for Managers	3	MKTG	*	Complete one upper-division MKTG course	3
BFIN	315	Managerial Finance I	3	*	*	Complete one upper-division COB elective	3
BUS	380	Business Analytics	3				
MGMT	313	Organizational Behavior	3				
MGMT	330	Production and Operations Management	3				
BUS	453	Business Strategy & Policy	3				

Elective Courses to reach minimum of 120 hours if required

Minimum GPA Requirement	2.0	NMMI AA in Business Administration	61 - 72
Minimum hours of Upper-Division Courses for BA/BS 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 BS (Transferred + ENMU-Portales)	120	Electives if needed to meet Degree requirements	Var.

Total: Minimum 120 Credit Hours