

Eastern New Mexico University  
College of Business  
2011-2013 Catalog  
Degree Plan Checklist

Updated \_\_\_\_\_  
by \_\_\_\_\_

<b>Date:</b> _____	<b>Major:</b> Business Administration
<b>Name:</b> _____	<b>Emphasis:</b> Marketing
<b>ID #:</b> _____	<b>Degree:</b> Bachelor of Business Administration

BACHELOR'S DEGREE REQUIREMENTS (7 Hrs)	Course	Credits	Semester	Grade
<i>128 minimum total credit hours including 45 COB upper division (300/400 level) hrs.</i>				
UNIV 101 Freshman Seminar	UNIV 101	3	_____	_____
IS 151 or successful completion of ENMU computer technology assessment	IS 151	3	_____	_____
HPE 142 Fundamentals of Physical Well-Being	HPE 142	1	_____	_____

GENERAL EDUCATION REQUIREMENTS (41 Hrs)	Course	Credits	Semester	Grade
<i>bold- ENMU option only</i>				
<b>1. Communicating Effectively: 9 hours</b>				
ENG 102 or 108 (ENMU requires grade of "C" or better)	_____	3	_____	_____
ENG 104 or 109 (ENMU requires grade of "C" or better)	_____	3	_____	_____
COMM 101, 102, or 202 (COMM 102 preferred for COB)	_____	3	_____	_____
<b>2. Understanding and Applying Mathematical Principles: 3 hours</b>				
MATH 113, 114, 119, 120, 124 or STAT 213 <i>(MATH 119 &amp; STAT 213 will also satisfy Foundation Core requirement)</i>	_____	3 or 4	_____	_____
<b>3. Science with labs: 8 hours</b>				
ANTH 245/L, BIOL, CHEM, GEOL, PHYS	_____	4	_____	_____
	_____	4	_____	_____

*Note: Total number of hours from categories 4 and 5 combined must be 15.*

<b>4. Social Science: 6 hours minimum, maximum of 9 hours</b>				
Note: total number of hours from categories 4 and 5 combined must be 15.				
Courses must be taken from two different disciplines.				
ANTH/GEOG 103, 233, 243; BUS 151; ECON 200, 221, 222	_____	3	_____	_____
FCS/ELED 221; PSCI 101, 102; PSY 101, 201, 202;	_____	3	_____	_____
SOC 101, 212, 215	_____	3	_____	_____

<b>5. Humanities and Fine Arts: 6-9 hours</b>				
<i>Courses must come from different disciplines and must include a minimum of 3 hours from category a and 3 hours from category b.</i>				
<b>a. Fine Arts (3 hours minimum, maximum of 6)</b>				
ART 101, 131, 135, 165, 166, 210, 231, 271	_____	3	_____	_____
DNC 101, 210	_____	3	_____	_____
MUS 101, 113, 163, 241, music ensembles	_____	3	_____	_____
THTR 111, 113, 121	_____	3	_____	_____
<b>b. Humanities (3 hours minimum, maximum of 6)</b>				
CDIS 144, 244, 245, 246; ENG 202, 203, 204, 211, 221, 222, 251, 252	_____	3	_____	_____
FR 101, 102, 201, 202; GR 201, 202; HEB 201, 202;	_____	3	_____	_____
HIST 101, 102, 121, 122, 203; HUM 221, 222	_____	3	_____	_____
PHIL 201, 202, 211; REL 101, 103, 107;	_____	3	_____	_____
SPAN 101, 102, 105, 201, 202, SPAN 205	_____	3	_____	_____

<b>6. Advisory Options: 3 hours</b>				
HPE activity courses	_____	3	_____	_____
Any courses from Category 2 above (MATH)	_____	3	_____	_____
Any courses from Category 5 above (HUM and FINE ARTS)	_____	3	_____	_____

<b>7. Upper-division -- Diversity/Global: 3 hours</b>				
AG 312; ANTH 303, 310, 333, 340; ART 305; BUS 302, 310;	_____	3	_____	_____
CDIS 320; CJ 310; COMM 310, 330, 331; ENG 303, 319, 378, 379;	_____	3	_____	_____
FCS 310, 403; HIST 305; HPE 321; MUS 375; NURS 312;	_____	3	_____	_____

**8. REQUIREMENTS IN BUSINESS--Foundation Core (31 Hrs)**

Marketing

ACCT 201 Introduction to Financial Accounting	ACCT 201	3	
ACCT 202 Introduction to Managerial Accounting	ACCT 202	3	
BUS 230 Legal Environment of Business	BUS 230	3	
ECON 221 Principles of Macroeconomics	ECON 221	3	
ECON 222 Principles of Microeconomics	ECON 222	3	
BUS 151 Introduction to Business*	*BUS 151	3	
IS 281 Spreadsheets & Data Analysis	IS 281	3	
MKT 201 Principles of Marketing	MKT 201	3	
MATH 119 College Algebra**	**MATH 119	3	
STAT 213 Statistical Methods**	**STAT 213	4	

\*Will also apply toward Social Science, §4, above, but only counts once toward graduation credit hour requirements.

\*\*Will also satisfy Math requirement, §2, above, but only counts once toward graduation credit hour requirements.

**Students must achieve a grade of "C" or better in all courses required to complete the Foundation Core**

**9. REQUIREMENTS IN BUSINESS--Business Core (24 Hrs)**

BUS 330 Production and Operations Management	BUS 330	3	
BUS 381 Business Research and Analysis	BUS 381	3	
BUS 317 Business Law	BUS 317	3	
FIN 315 Managerial Finance I	FIN 315	3	
IS 301 Information Systems for Managers	IS 301	3	
MGT 313 Management & Organizational Behavior	MGT 313	3	
MGT 314 Human Resources management	MGT 314	3	
BUS 453 Business Strategy & Policy*	BUS 453	3	

Students must achieve a grade of "C" or better in all courses required to complete the Business Core.

\* This course is to be completed the last semester of the senior year. Prerequisites include successful completion of the Foundation Core

Requirements, BUS 330, FIN 315, and MGT 313. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

**10. INTERNATIONAL COURSE (3 Hrs)**

MKT 430 International Marketing	MKT 430	3	
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**11. COB UPPER DIVISION EMPHASIS COURSE REQUIREMENTS (18 Hrs)**

1 MKT 325 Services Marketing	MKT 325	3	
2 MKT 452 Integrated Marketing Communications	MKT 452	3	
3 MKT(Marketing) upper division (300-/400-level) elective*	MKT	3	
4 College of Business upper division (300-/400-level) elective		3	
5 College of Business upper division (300-/400-level) elective		3	
6 College of Business upper division (300-/400-level) elective		3	

**12. ELECTIVES** As needed to fulfill requirement of 128 total hours.


						<b>Final Check</b>
Date:						
Hours Completed:						
Hours In Progress:						
U/D Hours Completed:						
U/D Hours In Progress:						
GPA:						

All course requirements in sections 8,9, 10, and 11 must have a grade of "C" or better. Cumulative GPA for Sections 8-11 must be a 2.25. All acceptable transfer work from a junior or community college will be recorded as lower division credit. Developmental hours are not eligible for degree credit.

Student Signature	Advisor Signature
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*Dean's Office Signature*

*Official Degree Plan Filing Date*