

**Eastern New Mexico University
College of Business
2007-2009 Catalog**

Date: _____	Major: Business Administration
Name: _____	Emphasis: I Marketing
ID #: _____	Degree: Bachelor of Business Administration

BACHELOR'S DEGREE REQUIREMENTS (7 Hrs)	Course#	Credits	Enrolled	Grade
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Includes:

HPE 142 Fund of Physical Well-Being	HPE 142	1	_____	_____
IS 151 or successful completion of ENMU computer technology assessment	IS 151	3	_____	_____
UNIV 101 Freshman Seminar	UNIV 101	3	_____	_____

128 minimum total credit hours including 48 COB upper division (300/400 level) hrs.

GENERAL EDUCATION REQUIREMENTS (41 Hrs)	Course#	Credits	Enrolled	Grade
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Note: Courses in **bold** are not included in the New Mexico 35-hour General Education Core Matrix.

1. Communicating Effectively: 9 hours

ENG 102 or 108	_____	3	_____	_____
("C" or better required)				
ENG 104 or 109	_____	3	_____	_____
COMM 101/L, 102, or 202	_____	3	_____	_____

2. Understanding and Applying Mathematical Principles: 3 hours

MATH 119 College Algebra(required)	MATH 119	3	_____	_____
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3. Science: 8 hours

BIOL, ANTH 245/L, CHEM, GEOL, PHYS	_____	4	_____	_____
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4. Social Science: 6-9 hours

Courses must be taken from two different disciplines.
Note: total number of hours from categories 4 and 5 combined must be 15.

ANTH/GEOG 103, 233, 243	_____	3	_____	_____
BUS 151	_____	3	_____	_____
ECON 200, 221, 222	ECON 221	3	_____	_____
FCS/ELED 221				
PSCI 101, 102				
PSY 101, 201, 202				
SOC 101, 212, 215				

5. Humanities and Fine Arts: 6-9 hours

Courses must come from different disciplines and must include a minimum of 3 hours from category a and 3 hours from category b. Note: total number of hours from categories 4 and 5 combined must be 15.

a. Fine Arts				
ART 101, 106, 131, 165, 166, 210, 231, 271	_____	3	_____	_____
DNC 101, 102, 108, 210	_____	3	_____	_____
MUS 101, 113, MUS 113B, 151, 163, music ensembles	_____	3	_____	_____
THTR 111, 121				
b. Humanities				
HIST 101, 102, 121, 122, 203				
ENG 201, ENG 201A, ENG 201B, ENG 201D, 211, 221, 222, 251, 252, 275				
FR 101, 102, 201, 202				
HUM 221, 222				
PHIL 201, 202, 211				
REL 101, 103				
SPAN 101, 102, 201, 202				

6. Advisory Options: 4 hours

CS 114, IS 151, HPE 142, HPE activity courses	STAT 213	4	_____	_____
Any courses from Category 2 above				
Any courses from Category 5 above				

7. Upper-division -- Diversity/Global: 3 hours

AG 312; ANTH 310, 333, 340; BUS 302, 310; CJ 310; COMM 310, 330, 331; ENG 319, 378, 379; FCS 310, 403; HIST 305 HPE 321; MUS 375; NURS 312; PSCI 330; SOC 302	_____	3	_____	_____
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8. REQUIREMENTS IN BUSINESS--Foundation Core (18 Hrs)

ACCT 201 Introduction to Financial Accounting	_____	3	_____	_____
ACCT 202 Introduction to Managerial Accounting	_____	3	_____	_____
BUS 230 Legal Environment of Business	_____	3	_____	_____
ECON 222 Principles of Microeconomics	_____	3	_____	_____
IS 281 Spreadsheets & Data Analysis	_____	3	_____	_____
MKT 201 Principles of Marketing	_____	3	_____	_____

Students pursuing the BBA degree are required to complete the Foundation Core Requirements with a grade of "C" or better in each course and achieve an overall GPA of 2.2 in these courses. Once these conditions are met, students apply to the Dean's Office in the College of Business for admission to advanced standing.

9. REQUIREMENTS IN BUSINESS--Business Core (18 Hrs)

BUS 330 Production & Operations Management	_____	3	_____	_____
BUS 381 Business Research & Analysis	_____	3	_____	_____
BUS 401 Government, Business & Ethics*	_____	3	_____	_____
FIN 315 Managerial Finance I	_____	3	_____	_____
IS 301 Information Systems for Managers*	_____	3	_____	_____
MGT 313 Management & Organizational Behavior*	_____	3	_____	_____

*May be taken prior to admission to the BBA program.
Students must achieve a grade of "C" or better in all courses required to complete the Business Core.

10. BUSINESS CAPSTONE (3 Hrs)

BUS 453 Business Strategy & Policy	_____	3	_____	_____
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This course is to be completed the last semester of the senior year. Prerequisites include successful completion of the Foundation Core Requirements, admission to advanced standing in the College of Business, BUS 330, FIN 315, and MGT 313. It is highly recommended that all Business Core Requirements be completed prior to taking this course.

11. MARKETING COURSE REQUIREMENTS (27 Hrs)

MKT 325 Services Marketing	_____	3	_____	_____
MKT 360 Professional Selling	_____	3	_____	_____
MKT 430 International Marketing	_____	3	_____	_____
MKT 452 Integrated Marketing Communications	_____	3	_____	_____
15 hours of 300- and 400-level classes from the College of Business.	_____	3	_____	_____
Approval from academic advisor required.	_____	3	_____	_____
	_____	3	_____	_____
	_____	3	_____	_____
	_____	3	_____	_____

12. ELECTIVES

As needed to fulfill requirement of 128 total hours including 48 upper-division hours in business.

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

All course requirements in the primary and secondary must have a grade of "C" or better. All acceptable transfer work from a junior or community college will be recorded as lower division credit. A grade of "C" or better is required in concentration areas.

_____	_____
<i>Student Signature</i>	<i>Advisor Signature</i>
_____	_____
<i>Dean's Office Signature</i>	<i>Official Degree Plan Filing Date</i>