

College of Business



Our Mission

The College of Business of Eastern New Mexico University provides quality, student-focused business education preparing individuals for professional careers, graduate studies and lifelong learning. The College actively engages in business collaboration throughout the region. It operates through an open and accessible governance structure that promotes ongoing self-evaluation and continuous improvement.

Vision

The College's vision is to:

- supply a curriculum responsive to the needs of the marketplace;
- provide distance learning through leading edge technology;
- recruit and retain a diverse faculty and student body;
- further quality education and business collaboration through scholarly activities;
- meet or exceed professional accreditation standards;
- furnish consulting, community service, training and research to the region; and
- operate through an open and accessible governance structure.

Professors: Gerardus Huybregts
David Hemley

Associate Professors: John Luhman
Gene Smith
Sue Stockly
John Stockmyer

Assistant Professors: Pattarapong Burusnukul
Timothy Cunha
Patricia James-Maguire
D. Veena Parboteeah
Michael Snipes
D. Christopher Taylor

Instructors: Rayburn Paul Hayes
Byron Mitchell

College of Business Programs and Degrees

	Minor	Major	Emphasis	Endorsement Area/Minor for Licensure	Concentration	Degree
Accounting	*	*				BBA
Agricultural Business		*				BBA
BAAS Degree Secondary Concentration in Business					*	
Business	*					
Business Administration		*				BBA
Applied Economics and Finance			*			
General Business			*			
Hospitality Management			*			
Marketing			*			
Economics	*					
Information Systems	*	*				BS
Management		*				BBA

Transferring the New Mexico Business Discipline Module

Consistent with the requirements of Statute 21-1B-4, the New Mexico Higher Education Department and state higher education institutions have developed several discipline modules that consist of an agreed-upon number of hours and courses, including the general education core, of approximately sixty-four hours applicable to a specific discipline. The courses listed in each discipline matrix, including the general education core, are transferable and shall count toward fulfilling degree requirements at four-year institutions in New Mexico. Equivalent courses within these modules are identified with common course numbers as an easy reference point to guarantee transfer. The New Mexico Common Course equivalent numbers ("NMCCNS") for the business module courses listed below appear in parentheses following the course title and can also be found following their course descriptions in the back of this catalog. Students wishing to transfer to another college or university should consult an advisor there to see a list of common course equivalencies at that institution.

Degrees and Degree Requirements

The College of Business awards the Bachelor of Business Administration (BBA) and the Bachelor of Science with a major in Information Systems (BS). Details regarding the BBA follow; details regarding the BS in Information Systems begin on page 45.

Bachelor of Business Administration (BBA)

The ENMU Bachelor of Business Administration (BBA) degree is accredited by the Association of Collegiate Business Schools and Programs (ACBSP), a leading international specialized accreditation for business education, particularly emphasizing teaching excellence.

University Bachelor's Degree Requirements (page 37), the General Education Requirements (page 41), the Basic Skills Requirements, Business Core Requirements, and the Business Foundation Requirements are common to all BBA degrees and are referenced for each major. All BBA majors are composite majors and do not require a minor. Additional degree requirements for BBA degrees are listed on page 37.

Basic Skills Requirements for BBA Majors/Degrees

The following courses should be completed by all students studying for the BBA degree as soon as possible and before any College of Business upper-division (300-/400-level) course is taken:

Course	Course Title	Cr.	NMCCNS
ENG 102	English Composition	3*	ENGL 1113
ENG 104	English Composition/Research	3*	ENGL 1123
COMM 102	Public Speaking (or COMM 101 or COMM 202)	3*	COMM 1113 COMM 1213
IS 151	Basic Computer Skills (or completion of the ENMU Computer Technology Assessment)	3*	ECON 2113
MATH 119	College Algebra	3*	MATH 1113
STAT 213	Statistical Methods I	4*	BCIS 1113

*May be completed as part of the General Education Requirements, Extended Core Requirements, and University General Degree Requirements.

Students pursuing the BBA degree are required to complete the Basic Skills Requirements with a grade of "C" or higher in each course.

Foundation Core Requirements for All BBA Degrees (31 Hours)

Course	Course Title	Cr.	NMCCNS
ACCT 201	Intro to Financial Accounting	3	ACCT 2113
ACCT 202	Intro to Managerial Accounting	3	ACCT 2123
BUS 151	Introduction to Business	3*	BLAW 2113
BUS 230	Business Law and Ethics I	3	BLAW 2113
ECON 221	Principles of Macroeconomics	3*	ECON 2113
ECON 222	Principles of Microeconomics	3*	ECON 2123
IS 281	Spreadsheets and Data Analysis	3	
MKT 201	Principles of Marketing	3	MKTG 2113
MATH 119	College Algebra	3*	MATH 1113
STAT 213	Statistical Methods I	4*	MATH 2114

*May be completed as part of the General Education Requirements and Extended Core Requirements.

Students pursuing the BBA degree are required to complete the Foundation Core Requirements with a grade of "C" or higher in each course.

Business Core Requirements for all BBA Degrees (24 Hours)

Course	Course Title	Cr.
BUS 317	Business Law and Ethics II (NMCCNS BLAW 2123)	3
BUS 330	Production/Operations Management	3
BUS 381	Business Research and Analysis	3
BUS 453	Business Strategy and Policy	3*
FIN 315	Managerial Finance I	3
IS 301	Information Systems for Managers	3
MGT 313	Management/Organizational Behavior	3
MGT 314	Human Resources Management	3

*The capstone course (BUS 453) is to be completed in 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.

Students pursuing the BBA degree are required to complete the Business Core Requirements with a grade of "C" or higher in each course.

International Course Requirement for all BBA Degrees (3 Hours)

Students pursuing the BBA degree are required to **complete one of the following international courses**, as indicated for the respective major/emphasis, with a grade of "C" or better:

Course	Course Title	Cr.
ACCT 430	International Accounting	3
BUS 431	International Business	3
ECON 409	International Economics	3
FIN 413	International Finance	3
MKT 430	International Marketing	3

Additional Degree Requirements:

- The Bachelor of Business Administration degree requires the following minimum upper-division credit hours from College of Business for each major:

BBA in Accounting	51
BBA in Agricultural Business	30 (plus 15 upper-division Agriculture credit hours)
BBA in Business Administration	45
BBA in Management	45
- Students must successfully complete UNIV 101, HPE 142 and IS 151 or the ENMU Computer Technology Assessment. IS 151 or the ENMU computer technology assessment **should be taken in the first semester of attendance at ENMU**. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.
- To be awarded the Bachelor of Business Administration degree, the student must attain a minimum cumulative GPA of 2.25 in the Foundation Core courses (31 hours), the Business Core courses (27 hours), and the courses necessary to complete the respective major/emphasis requirements (15 hours, except Accounting which is 24 hours).
- All Bachelor of Business Administration majors are composite and do not require a minor.

Satisfactory Progress Toward Degree

Students must earn a grade of "C" or higher in all courses required for the BBA degree.

Internships

Students may choose to complete an internship for academic credit. Internships may only be used to fulfill elective credit and may not be used to satisfy foundation or business core requirements.

Accounting

The objectives of the accounting program are to prepare students for entry into the accounting profession and to provide courses that will facilitate the attainment of professional accounting certification. Professional certification and career paths are available as follows:

- Public Accounting—Certified Public Accountant (CPA)
- Management Accounting—Certified Management Accountant (CMA)
- Internal Auditing—Certified Internal Auditor (CIA)
- Certified Government Financial Manager (CGFM)

Students seeking professional certification should work with their advisor to identify the appropriate certification requirements and to develop a plan to meet those requirements. For example, the 150 credit hour requirement for the CPA exam in New Mexico may be accomplished through additional undergraduate course work or through the Master of Business Administration (MBA) Degree.

Descriptions for ACCT courses begin on page 123.

Degree: Bachelor of Business Administration (BBA)

Major: Accounting

1. Bachelor's Degree Requirements, see page 37.

Note: Students must successfully complete UNIV 101, HPE 142 and IS 151 or the ENMU computer technology assessment. IS 151 or the ENMU computer technology assessment **should be taken in the first semester of attendance at ENMU.** The major in accounting requires a minimum of 54 hours of upper-division courses. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.

2. General Education Requirements (41 hours), see page 41.

Note: Some Foundation Core Requirements and Basic Skills Requirements may also fulfill General Education requirements. See advisor for details.

3. Foundation Core Requirements (31 hours), see page 43.

Students must achieve a grade of "C" or higher in all courses.

4. Business Core Requirements (24 hours), see page 43.

Students must achieve a grade of "C" or higher in all courses.

5. International Course Requirement (3 Hours)

ACCT 430 International Accounting (3)
Students must complete course with a grade of "C" or higher.

6. Accounting Major Requirements (24 hours).

ACCT 305 Intermediate Accounting I (3)
ACCT 306 Intermediate Accounting II (3)
ACCT 311 Cost Accounting (3)
ACCT 342 Governmental and Not-for-Profit Accounting (3)

ACCT 371 Income Tax Accounting: Individual (3)
ACCT 400 Accounting Information Systems Theory (3)
ACCT 422 Auditing (3)

Students must also complete one upper-division (300-/400-level) ACCT elective course (3).

7. Electives to complete a minimum of 128 hours.

Note: This is a composite major and does not require a minor.
For the minor in Accounting, see the Minors section at page 46.

Agricultural Business

The major in Agricultural Business is for students who wish to pursue careers in industries that service agriculture, including those engaged in the marketing of agricultural products.

Descriptions for AG courses begin on page 128.

Degree: Bachelor of Business Administration (BBA)

Major: Agricultural Business

1. Bachelor's Degree Requirements, see page 37.

Note: Students must successfully complete UNIV 101, HPE 142 and IS 151 or the ENMU computer technology assessment. IS 151 or the ENMU computer technology assessment **should be taken in the first semester of attendance at ENMU.** The major in Agricultural Business requires a minimum of 45 hours of upper-division courses. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.

2. General Education Requirements (41 hours), see page 41.

Note: Some Foundation Core Requirements and Basic Skills Requirements may also fulfill General Education requirements. See advisor for details.

3. Foundation Core Requirements (31 hours), see page 43.

Students must achieve a grade of "C" or higher in all courses.

4. Business Core Requirements (24 hours), see page 43

Students must achieve a grade of "C" or higher in all courses.

5. International Course Requirement (3 Hours)

Students must complete ACCT 430, BUS 431, ECON 407, FIN 413 or MKT 430, with a grade "C" or higher.

6. Agriculture Business Major Requirements (18 hours).

AG 252 Fundamentals of Agricultural Economics (3)
AG 311 Farm Management and Records (3)
AG 340 Marketing Agricultural Products (3)
AG 394 Professional Leadership Development (3)
AG 402 Agricultural Policy (3)
ECON 322 Managerial Economics (3)

7. Electives to complete a minimum of 128 hours.

Note: This is a composite major and does not require a minor.

Business Administration

The major in Business Administration is pursued with an emphasis in one of four areas: Applied Economics and Finance, General Business, Hospitality Management, or Marketing. The particular emphasis must be declared at the same time that the Business Administration major is declared. Several minors are also available to ENMU students. These minors are Accounting, Business, Economics and Information Systems.

Note: Courses within the discipline may have one or more prerequisites.

Descriptions of BUS courses begin on page 131.

Degree: Bachelor of Business Administration (BBA)

Major: Business Administration

1. Bachelor's Degree Requirements, see page 37.

Note: Students must successfully complete UNIV 101, HPE 142 and IS 151. *IS 151 or the ENMU computer technology assessment **should be taken in the first semester of attendance at ENMU.** The major in Business Administration requires a minimum of 45 hours of upper-division courses. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.

2. General Education Requirements (41 hours), see page 41.

Note: Some Foundation Core Requirements and Basic Skills Requirements may also fulfill General Education requirements. See advisor for details.

3. Foundation Core Requirements (31 hours), see page 43.

Students must achieve a grade of "C" or higher in all courses.

4. Business Core Requirements (24 hours), see page 43.

Students must achieve a grade of "C" or higher in all courses.

5. International Course Requirement (3 Hours)

Students must complete the International Course Requirement indicated for the respective emphasis (see below), with a grade of "C" or higher.

6. Emphasis Course Requirements (18 hours).

See specific Business Administration Emphases below.

Students must achieve a grade of "C" or higher in all courses.

7. Electives to complete a minimum of 128 hours.

Note: This is a composite major and does not require a minor.

Business Administration Emphasis:**Applied Economics and Finance (18 hours)**

The International Course Requirement is fulfilled with either ECON 407 or FIN 413.

In addition, students must complete:

FIN	317	Financial Modeling (3)
FIN	319	Managerial Finance II (3)
ECON	321	Macroeconomics for Business (3)
ECON	322	Managerial Economics (3)

Students must also complete one upper-division (300-/400-level) ECON or FIN course (3) and one additional upper-division College of Business elective course (3).

Business Administration Emphasis:**General Business (18 hours)**

This emphasis is an opportunity for students to assemble a “cluster” of courses in a particular discipline or two, for example: three ACCT courses and three other COB courses; or two IS courses, three MKT courses, and a sixth COB course; or three MKT courses and three ECON courses or four “International/Global” courses (in addition to the International Course Requirement) and two other COB courses. The International Course Requirement is fulfilled with ACCT 430, BUS 431, ECON 407, FIN 413, or MKT 430.

Students must also complete six College of Business upper-division (300-/400-level) elective courses (18).

Business Administration Emphasis:**Hospitality Management (18 hours)**

The International Course Requirement is fulfilled with ACCT 430, BUS 431, ECON 407, FIN 413 or MKT 430.

In addition, students must complete:

HRTM	305	Lodging Management (3)
HRTM	410	Food Operations Management (3)

Students must also complete three upper-division (300-/400-level) HRTM courses (9) and any three College of Business upper-division elective courses (9).

Business Administration Emphasis:**Marketing (18 hours)**

The International Course Requirement is fulfilled with MKT 430.

In addition, students must complete:

MKT	325	Services Marketing (3)
MKT	452	Integrated Marketing Communications (3)

Students must also complete one upper-division (300-/400-level) MKT course (3) and any three upper-division College of Business upper-division elective courses (9).

For the minor in Business, see the Minors section at page 46.

Management

Degree: Bachelor of Business Administration (BBA)

Major: Management

1. Bachelor's Degree Requirements, see page 37.

Note: Students must successfully complete UNIV 101, HPE 142 and IS 151. IS 151 or the ENMU computer technology assessment should be taken in the first semester of attendance at ENMU. The major in Business Administration requires a minimum of 45 hours of upper-division courses. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.

2. General Education Requirements (41 hours), see page 41.

Note: Some Foundation Core Requirements and Basic Skills Requirements may also fulfill General Education requirements. See advisor for details.

3. Foundation Core Requirements (31 hours), see page 43.

Students must achieve a grade of “C” or higher in all courses.

4. Business Core Requirements (24 hours), see page 43.

Students must achieve a grade of “C” or higher in all courses.

5. International Course Requirement (3 Hours)

Students must complete ACCT 430, BUS 431, ECON 407, FIN 413 or MKT 430, with a grade “C” or higher.

6. Management Major Course Requirements (18 hours).

ECON	322	Managerial Economics (3)
MGT	436	Labor Management Relations (3)
MGT	475	Organization Change and Development(3)
Three additional courses selected from the following list: (9)		
BUS	305	Entrepreneurship (3)
HRTM	300	Convention Management (3)
HRTM	310	Club and Resort Management (3)
FIN	319	Managerial Finance (3)
MGT	415	Compensation Management (3)
MGT	425	Human Resource Development (3)
MGT	435	Managing the Diverse Workforce (3)
MGT	489	Internship (3)
MGT	491	Directed Study (3)
MGT	493	Topics (3)
MKT	425	Marketing Management (3)

7. Electives to complete a minimum of 128 hours.

Note: Some of these courses may have prerequisites. Check catalog or discuss with advisor.

Note: This is a composite major and does not require a minor.

For the minor in management-related subjects, see the Minors section at page 46.

Information Systems

The Bachelor of Science (BS) in Information Systems (IS) prepares students for the different and challenging tasks facing information technology professionals. The students in this program acquire the skills and knowledge they need to succeed in information technology careers. Areas of study include computer networking, overview of operating systems, e-commerce, database management, Web design, systems development and object-oriented programming.

Students in this program study the organizational, technological, economic and societal aspects of IS. Course work in this program emphasizes hands-on skills including networking, object-oriented programming, Web design and systems development. Students are also introduced to information technology certification. Students completing the program will be well grounded in the fundamentals of current and emerging information technologies.

The IS program is designed to satisfy the needs of transfer students who earn an appropriate associate degree from a qualified technical/community college. Courses completed for an associate's degree provide the foundation required for the BS in IS at Eastern New Mexico University.

The BS in IS degree requires 24 hours of upper-division IS credits. This degree has a 55-hour major and requires a minor. Students who take MATH 119, STAT 213, and BUS 151 as General Education requirements would add up to 10 hours of free electives to their course of study.

Descriptions of IS courses begin on page 156. Transfer students should carefully read page 42.

Degree: Bachelor of Science
Major: Information Systems

1. Bachelor's Degree Requirements, see page 37.

Note: Students must successfully complete UNIV 101, HPE 142 and IS 151 or the ENMU computer technology assessment. IS 151 or the ENMU computer technology assessment **should be taken in the first semester of attendance at ENMU.** The BS degree requires a minimum of 40 hours of upper-division courses. Developmental courses (EDF 097, ENG 097, MATH 094, MATH 097, RED 097, UNIV 097 and any course whose number begins with 0) will not be counted toward graduation requirements.

2. General Education Requirements (41 hours), see page 41.

Note: Some Foundation Core Requirements may also fulfill General Education requirements. See advisor for details.

3. Information Systems Lower-Division Core Requirements (31 hours).

BUS	151	Introduction to Business (3)
CS	121	Computing Concepts (3)
CS	123	Programming Fundamentals (3)
CS	234	Intermediate Programming (3)
IS	153	Introduction to Information Systems (3)
IS	201	Overview of Operating Systems/Utilities (3)
IS	241	Introduction to Web Development (3)
IS	281	Spreadsheets and Data Analysis (3)
MATH	119	College Algebra (3)
STAT	213	Statistical Methods I (4)

4. Information Systems Upper-Division Core Requirements (24 hours).

IS	315	Electronic Business Strategy, Architecture and Design (3)
IS	316	Information Systems Security and Ethics (3)
IS	343	Database Management Systems (3)
IS	420	Systems Analysis and Design (3)
IS	430	Advanced Web Development (3)
IS	435	Network Infrastructure Design (3)
IS	440	Server Operating System (3)
IS	460	Project Management (3)

5. Minor in a different field or a second major.

Note: This major requires a minor or a second major as it is not a composite major. A Business minor is recommended.

6. Electives to complete a minimum of 128 hours.

For the minor in Information Systems, see the Minors section at page 46.

College of Business Minors

Minor: Accounting

Note: Students who earn a BBA with a major in Accounting may not also minor in Accounting.

1. Course Requirements (22 hours).

ACCT	201	Introduction to Financial Accounting (3)
ACCT	202	Introduction to Managerial Accounting (3)
ACCT	305	Intermediate Accounting I (3)
ACCT	311	Cost Accounting (3)
MATH	119	College Algebra* (3) (prerequisite for ACCT 201 and STAT 213)
STAT	213	Statistical Methods I (4) (prerequisite for ACCT 311)

Students must also complete any one upper-division (300-/400-level) ACCT course (3).

*MATH 119 may also be completed as part of the General Education Requirements.

Minor: Business

(Open to any students, recommended for IS majors).

Course Requirements (18 hours).

BUS	230	Business Law and Ethics I (3)
MATH	119	College Algebra* (3) (prerequisite for ACCT and ECON courses)
MGT	313	Management/Organizational Behavior (3)
MKT	201	Principles of Marketing (3)

One of the following courses (3):

ACCT	200	Survey of Accounting (3)
ACCT	201	Introduction to Financial Accounting (3)
ACCT	202	Introduction to Managerial Accounting (3)

One of the following courses (3):

ECON	200	Survey of Economics (3)
ECON	221	Principles of Macroeconomics (3)
ECON	222	Principles of Microeconomics (3)

*MATH 119 may also be completed as part of the General Education Requirements.

Minor: Economics

Economics Course Requirements (18 hours).

ECON	221	Principles of Macroeconomics (3)
ECON	222	Principles of Microeconomics (3)
ECON	321	Macroeconomics for Business (3)
ECON	322	Managerial Economics (3)
MATH	119	College Algebra *(3) (prerequisite for ECON 221)

Students must also complete any one upper-division (300-/400-level) ECON course (3).

*MATH 119 may also be completed as part of the General Education Requirements.

Minor: Information Systems

Note: Students who earn a BS with a major in Information Systems may not also minor in Information Systems.

Information Systems Course Requirements (27 hours).

One of these courses (3):

IS	153	Introduction to Information Systems (3)
IS	301	Information Systems for Managers (3)

Each of these three courses (3):

CS	121	Computing Concepts (3)
IS	201	Overview of Operating Systems/Utilities (3)
IS	241	Introduction to Web Development (3)

Elective courses, any two of the following (6 Hours). For courses with prerequisites, consult the catalog or academic advisor.

IS	281	Spreadsheet and Data Analysis (3)
*IS	315	Electronic Business Strategy, Architecture and Design (3)
IS	316	Information Systems Security and Ethics (3)
*IS	343	Database Management Systems (3)
*IS	420	Systems Analysis and Design (3)
*IS	430	Advanced Web Development (3)
*IS	435	Network Infrastructure Design (3)

*Prerequisites required

BAAS Secondary Concentration: Business

Note: This concentration is only available for students earning the BAAS degree with a major in Applied Arts and Sciences.

Business Course Requirements (24 hours)

ACCT	200	Survey of Accounting (3) OR
ACCT	201	Intro to Financial Accounting (3) AND
ACCT	202	Intro to Managerial Accounting (3)
ECON	200	Survey of Economics (3) OR
ECON	221	Principles of Macroeconomics (3) AND
ECON	222	Principles of Microeconomics (3)
MKT	201	Principles of Marketing (3)
MGT	313	Management and Organizational Behavior (3)

Students must also complete any four upper-division (300-/400-level) College of Business elective courses (12).
15 hours of the 24 hours must be upper-division.

Note: Each of these courses may require prerequisites. Check catalog or discuss with advisor.