

# College of Business



Our mission is to provide a relevant, innovative education which prepares individuals for professional careers and lifelong learning. We achieve our mission through

- the recruitment and retention of a diverse faculty and student body,
- a curriculum responsive to the needs of the marketplace,
- the provision of distance learning to eastern New Mexico via the latest in education technology and
- adherence to professional accreditation standards.

We operate through an open and accessible governance structure which allows for and promotes self and independent evaluation for both faculty and students. The College of Business (COB) is organized by functional area rather than academic discipline. The Department of Business Foundations is responsible for the development and delivery of the core business curriculum. The Department of Advanced Business Studies designs and monitors the course requirements for specific business majors, minors and/or areas of concentration.

## Professors:

Bill Brunsen

Dale Davis

## Associate Professors:

Janet Buzzard

John Humphreys

David Hemley

Gerry Huybregts

Donald Morris

Lee Weyant

## Assistant Professors:

Ron Blevins

Alan Chmura

Steven Palmer

Ken Sanders

Sue Stockly

John Stockmyer

## Instructors:

Greg Hobbs

Trish James-Maguire

Gene Smith

The College of Business awards the Bachelor of Business Administration (BBA). General Education Requirements and the Business Core Requirements are common to all BBA degrees and are listed below.

## General Education Requirements for all BBA Degrees (46-50 hours)

BUS	310	Global Business (3)
CIS	151	Basic Computer Skills (3)
ECON	221	Principles of Macro Economics (3)
ENG	102	English Composition (3)
ENG	104	English Composition and Research (3)
MATH	119	College Algebra (3)
STAT	213	Statistical Methods I (4)

24-28 hours that meet the General Education requirements on Page 36.

Students must achieve a grade of “C” or better in all General Education requirement courses specified by the College of Business for the BBA degree.

## College of Business Degrees Offered

	Minor	Major	Emphasis	Endorsement Area/ Minor for Licensure	Degree
Accounting	*	*			BBA
Agricultural Business		*			BBA
Business	*				
Business Administration		*			BBA
Applied Economics and Finance			*		BBA
Management			*		BBA
Marketing			*		BBA
Business Education	*	*		*	BBA
Computer Information Systems	*	*			BBA
Marketing Education	*	*		*	BBA

## Business Core Requirements for all BBA Degrees (36 hours)

### Business Foundations Requirements (12 hours)

ACCT	211	Introduction to Managerial Accounting (3)
ACCT	212	Introduction to Financial Accounting (3)
BUS	151	Introduction to Business (3)
ECON	222	Principles of Micro Economics (3)

### Business Common Body of Knowledge Requirements (24 hours)

BUS	315	Business Law I (3)
BUS	330	Production and Operations Management (3)
BUS	381	Business Research and Analysis (3)
BUS	453	Business Strategy and Policy (3)
CIS	351	Microcomputing for Business (3)
FIN	311	Corporation Finance (3)
MGT	313	Management and Organizational Behavior (3)
MKT	301	Principles of Marketing (3)

The Bachelor of Business Administration degree requires at least 51 hours of upper-division business credits, except Agricultural Business which requires 45 upper-division credits. Students may substitute two semesters of the same foreign language at the lower division for 6 elective upper-division hours to meet the 51 upper-division requirement.

All Bachelor of Business Administration degrees have composite majors and do not require a minor.

### Satisfactory Progress Toward Degree

Students must earn a grade of “C” or better in all courses required for the BBA degree.

### Transfer Students

Some courses must be taken at ENMU or have written approval to be taken elsewhere (in order to ensure course equivalency for transfer credit) and be accepted into ENMU College of Business degree plan. Such courses are identified for the following majors.

Accounting	ACCT 305, 306, 307 and 422
Agricultural Business	FIN 311, BUS 453 and AG 311
Business Administration	FIN 311, BUS 453 and 9 of the additional 21 hours of COB upper-division electives required for the major.
Business Education/endorsement or Marketing Education/endorsement	FIN 311 and BUS 453

**Note:** The COB continues to allow any student to challenge any of these courses and receive ENMU credit by examination.

### Internships

Students may choose to pursue an Internship for academic credit. If a student does choose an Internship, the Internship will be **added** to the requirements for the major. The student must successfully complete the Internship to graduate.

## 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:

- A. Public Accounting — Certified Public Accountant (CPA),
- B. Management Accounting — Certified Management Accountant (CMA),
- C. Internal Auditing — Certified Internal Auditor (CIA) or
- D. Governmental Accounting.

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.

### Major: Accounting

#### Accounting Course Requirements (27 hours)

ACCT	305	Intermediate Accounting I (3)
ACCT	306	Intermediate Accounting II (3)
ACCT	307	Intermediate Accounting III (3)
ACCT	311	Cost Accounting (3)
ACCT	371	Income Tax Accounting: Individual (3)
ACCT	400	Accounting Information Systems (3)
ACCT	422	Auditing (3)
6 hours 300- or 400-level Accounting		

### Minor: Accounting

#### Accounting Course Requirements (18 hours)

ACCT	211	Introduction to Managerial Accounting (3)
ACCT	212	Introduction to Financial Accounting (3)
ACCT	305	Intermediate Accounting I (3)
ACCT	311	Cost Accounting (3)
6 hours upper-division ACCT electives selected after consultation with accounting advisor.		

## Agricultural Business

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

Descriptions for AG courses begin on Page 105. Transfer students should carefully read Page 39.

### Major: Agricultural Business

#### Agricultural Course Requirements (27–28 hours)

AG	101	Animal Science (3)
AG	203/L	Crop Science (3)
AG	311	Farm Management and Records (3)
AG	340	Marketing Agricultural Products (3)
AG	352	Agricultural Economics (3)
Any one from:		
AG	102	Dairy Science (3)
AG	121	Horse Production and Management (3)
AG	321	Feeding and Nutrition (3)
AG	351	Beef Production (3)
Any one from:		
AG	204/L	Soil Science (3)
AG	221	Principles of Horticulture (3)
AG	304	Pest Management (3)
AG	331	Forage Crops and Pastures (3)
Plant Science Topics (3)		
300- or 400-level Agriculture Electives (6 hours)		

## Business Administration

The major in Business Administration is intended for those seeking breadth of knowledge rather than depth of specialization. Small business owners or generalists will appreciate the flexibility of selecting, with the assistance of their advisors, those courses within the functional disciplines which will best satisfy their needs. There is a restriction that no more than three courses can come from any one discipline with the exception of those students seeking an emphasis in Applied Economics and Finance, Management or Marketing. **Note:** Courses within the discipline may have one or more prerequisites.

Descriptions of BUS courses begin on Page 112. Transfer students should carefully read Page 39.

### Major: Business Administration

#### Course Requirements in Related Areas (24 hours)

24 hours of 300- and 400-level classes from the College of Business, no more than 9 hours in any one area.

### Emphasis: Applied Economics and Finance

#### Economics and Finance Course Requirements (18 hours)

ACCT	311	Cost Accounting (3)
BUS	381	Business Research and Analysis (3)
ECON	321	Macroeconomics for Business (3)
ECON	322	Managerial Economics (3)
FIN	431	Investments: Practices and Policies (3)
FIN	472	Economic/Finance Problems (3)

### Emphasis: Management

#### Management Course Requirements (18 hours)

BUS	330	Production and Operations Management (3)
BUS	381	Business Research and Analysis (3)
MGT	313	Management and Organizational Behavior (3)

9 hours of 300- or 400-level COB electives

### Emphasis: Marketing

#### Marketing Course Requirements (18 hours)

BUS	381	Business Research and Analysis (3)
MKT	301	Principles of Marketing (3)
MKT	322	Retailing and E-Commerce (3)
MKT	360	Professional Selling (3)
MKT	425	Marketing Management (3)

3 hours of upper-division marketing or other business courses after consultation with marketing advisor

### Minor: Business (for non-business majors)

#### Business Course Requirements (24 hours)

ACCT	211	Introduction to Managerial Accounting (3)
BUS	151	Introduction to Business (3)
BUS	315	Business Law I (3)
CIS	151	Basic Computer Skills (3)
ECON	200	Survey of Economics (3)
FIN	201	Principles of Finance (3)
MGT	313	Management and Organizational Behavior (3)
MKT	301	Principles of Marketing (3)

**Note:** Each of these courses may require a prerequisite. Check the catalog or your advisor.

## Business Education

The teacher education program in the College of Business offers a BBA degree with two majors for secondary licensure: Business Education and Marketing Education.

Students should consult with their academic advisor to assure that they (1) complete the appropriate academic course work and (2) have the appropriate type and amount of work hours for certification.

The Bachelor of Business Administration degree with a business education major is a "Two Plus Two" program. In this program the student is expected to complete appropriate competencies (see notation under Business Education major below) outside the ENMU College of Business. The COB course offerings are limited to upper-division (300- and 400-level) courses.

Transfer students should carefully read Page 39.

Students majoring in business education or marketing education will complete the teaching degree General Education requirements on Page 45 including:

COMM	102	Public Speaking (3)
ECON	221	Principles of Macro Economics (3)
MATH	119	College Algebra (3)
STAT	213	Statistical Methods I (4)

Students will also need to complete the following professional education requirements:

BLED	350	Cultural and Linguistic Pluralism (3)
EDF	222/L	Structured Observation of Teaching (3)
EDF	301	Foundations of Schooling (3)
HIST	409	Teaching Social Studies (3)
SED	380	Secondary School Teaching/Learning (3)
SED	410	Issues in Secondary Teaching (3)
SED	450	Seminar in Student Teaching (2)
SED	460	Secondary Student Teaching (10)
SPED	305	Students with Disabilities in the Regular Classroom (3)

**Note:** A recent change in state teaching licensure regulations requires that all individuals seeking a secondary or K-12 license complete at least 3 semester hours of reading. Furthermore, the professional development courses may require the completion of prerequisites. Contact a secondary education faculty member for information about an acceptable course to fulfill the requirement.

### Major: Business Education

#### Licensure: Secondary

In addition to requirements for the BBA degree and the courses identified above the student must demonstrate the following competencies transferred in from another institution (minimum grade of "C" is required): Advanced Typing, Administrative Office Procedures (to include filing), Office Machines (to include machine transcription, fax, calculators, and copy machines).

### Major: Marketing Education

#### Licensure: Secondary

Requirements specified above plus the following 9 hours

MKT	322	Retailing and E-Commerce (3)
MKT	360	Professional Selling (3)

3 hours of upper-division Marketing electives

**Subject Matter Endorsement****Area/Minor: Business Education****Licensure: Secondary Only**

Required minimum 24 hours, including 12 upper-division credits.

**Must include:**

ACCT	211	Introduction to Managerial Accounting (3)
HIST	409	Teaching Social Studies (3)
BUS	151	Introduction to Business (3)
BUS	315	Business Law I (3)
CIS	151	Basic Computer Skills (3)
CIS	351	Microcomputing for Business (3)
ECON	221	Principles of Macro Economics (3)

3 hours to be selected in consultation with advisor

**Subject Matter Endorsement****Area/Minor: Marketing Education****Licensure: Secondary Only**

Required minimum 24 hours, including 12 upper-division credits.

**Must include:**

ACCT	211	Introduction to Managerial Accounting (3)
HIST	409	Teaching Social Studies (3)
BUS	151	Introduction to Business (3)
BUS	315	Business Law I (3)
CIS	151	Basic Computer Skills (3)
ECON	221	Principles of Macro Economics (3)
MKT	301	Principles of Marketing (3)

3 hours to be selected in consultation with advisor

## Computer Information Systems

The COB offers a major, as well as a minor, in Computer Information Systems (CIS). Students interested in careers working with computer hardware and software technologies should consider CIS. Courses and curriculum programs will develop knowledge and skills in computer problem analysis, design, software development, implementation and management of information technologies necessary for competing in today's automated and computer-oriented business world. Course offerings and curriculum programs are updated and maintained for consistency with perceived industry standards, the most popular and/or "best of breed" software technologies.

The CIS major consists of a common core and a selection of electives to develop technology skills in a variety of interest areas. The objective of the common core is to lay a knowledge, skill and implementation foundation in hardware and software technologies. The objective of the electives is to enable students to continue to develop skills in selected interest areas that might include: (1) Software Application Development, (2) Web Design and Development, (3) Networking Design and Administration and/or (4) Database Design and Implementation.

The CIS minor consists of 9 hours of required courses and 6 hours of elective courses. The required courses introduce students to CIS and lay a foundation for elective options. The electives provide students options to develop skills in interest areas that might include: (1) Web Design and Development, (2) Networking Design and Administration or (3) Database Design and Implementation.

Descriptions of CIS courses begin on Page 117. Transfer students should carefully read Page 39.

**Major: Computer Information Systems****Computer Information Systems Course Requirements (27 hours)****CIS Common Core (21 hours)**

CIS	185	Introduction to Computer Information Systems (3)
CIS	241	Introduction to Web Development (3)
CIS	300	Object Oriented Programming (3)
CIS	314	Overview of Operating Systems and Utilities (3)
CIS	331	Data Communications and Networking (3)
CIS	343	Database Management Systems (3)
CIS	420	Systems Development (3)

**CIS Electives (6 hours)**

CS	360	Object-Oriented Development (3)
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**Note:** (3 hours of CIS upper-division electives are waived in lieu of the CS 123 and CS 134 prerequisites for CS 360)

CIS	330	Business Web Site Design (3)
CIS	430	Advanced Web Development (3)
CIS	435	Network Infrastructure Design (3)
CIS	440	Network Infrastructure Implementation and Administration (3)
CIS	443	Enterprise Database Programming and Administration (3)

**Minor: Computer Information Systems****Computer Information Systems Course Requirements (18 hours)****Required Courses (9 hours)**

CIS	185	Introduction to Computer Information Systems (3)
CIS	241	Introduction to Web Development (3)
CIS	300	Object Oriented Programming (3)

**Elective Courses (9 hours)**

CIS	330	Business Web Site Design (3)
CIS	331	Data Communications and Networking (3)
CIS	343	Database Management Systems (3)
CIS	420	Systems Development (3)
CIS	430	Advanced Web Development (3)
CIS	435	Network Infrastructure Design (3)
CIS	440	Network Infrastructure Implementation and Administration (3)
CIS	443	Enterprise Database Programming and Administration (3)