

BUSINESS MANAGEMENT (RETAIL MARKETING & SALES) - ASSOCIATE OF BUSINESS OCCUPATIONS

Doña Ana Community College 2022-2023 Catalog (64-65 credits)

NOTE: Students must earn a final grade of C- or better in all required Professional and Major courses and achieve a cumulative grade-point average of at least 2.0. A grade of C- or better is required in ENGL 1110G Composition I and designated Mathematics courses.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 64 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Prefix	Title	Credits
General Education		
<i>Select one course from four of the following six content areas for a total of 12-14 credits^{1,2}</i>		
This degree requires courses from Areas I, II, IV and V, students do not need to take any additional General Education courses to meet the requirement.		
Area I: Communications - English Composition Level 1		
ENGL 1110G	Composition I ³	4
Area II: Mathematics		
MATH 1130G	Survey of Mathematics ³	3
Area IV: Social/Behavioral Sciences		
ECON 1110G	Survey of Economics ³	3
Area V: Humanities		
PHIL 1115G	Introduction to Philosophy ³	3
<i>General Education Elective²</i>		
3-4		
Core Requirements		
BMGT 240	Human Relations	3
Related/Professional Requirements		
ACCT 2110	Principles of Accounting I ³	3
or OATS 120	Accounting Procedures I	
BFIN 2110	Introduction to Finance ³	3
BMGT 208	Business Ethics	3
BUSA 1110	Intro to Business ³	3
MGMT 2110	Principles of Management ³	3
or BMGT 140	Principles of Supervision I	
MKTG 2110	Principles of Marketing ³	3
Choose one from the following:		
OATS 211	Information Processing I	
OATS 215	Spreadsheet Applications	
OATS 217	Powerpoint Presentation	
Major Requirements		
BLAW 316	Legal Environment of Business ³	3
or BLAW 2110	Business Law I	

BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone ⁴	3
Concentration Coursework⁴		
Select 12 credits from the following:		12
BMGT 126	Retail Management	
BMGT 132	Principles of Selling	
BMGT 136	Forecasting Business Activity	
BMGT 138	Advertising	
BMGT 205	Customer Service in Business	
Total Credits		64-65

1
Each course selected must be from a different area and students cannot take multiple courses in the same area.

2
See the General Education (<http://catalogs.nmsu.edu/dona-ana/general-education-and-transfer-options/transfer-new-mexico-institutions/>) section of the catalog for a full list of courses.

3
Courses are identical to those offered at New Mexico State University Las Cruces (main) Campus.

4
Students are required to take the Business Capstone Course (BMGT 290) at DACC. The course is offered during the Spring Semester ONLY.

(64-65 credits) A Suggested Plan of Study

The contents of this roadmap may vary depending on initial student placement in mathematics and English. This is only a suggested plan of study for students, and is not intended as a contract. Individual student academic plans may vary. Please contact your academic advisor to create a plan that works for you. Course availability may vary from fall to spring semester and may be subject to modification or change.

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Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 64 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Semester 1	Credits
Area I: Communications - English Composition Level 1	4
ENGL 1110G Composition I	
Area II: Mathematics	3
MATH 1130G Survey of Mathematics	
Area V: Humanities	3
PHIL 1115G Introduction to Philosophy	
BUSA 1110 Intro to Business	3
Concentration Course - Choose one course from the following:	3
BMGT 126 Retail Management	
BMGT 132 Principles of Selling	
BMGT 136 Forecasting Business Activity	

2 Business Management (Retail Marketing & Sales) - Associate of Business Occupations

BMGT 138	Advertising	
BMGT 205	Customer Service in Business	
Credits		16
Semester 2		
ACCT 2110 or OATS 120	Principles of Accounting I or Accounting Procedures I	3
BMGT 240	Human Relations	3
MGMT 2110 or BMGT 140	Principles of Management or Principles of Supervision I	3
Concentration Courses - Choose two other courses from the list in Semester 1.		6
Credits		15
Semester 3		
Area IV: Social/Behavioral Sciences		3
ECON 1110G	Survey of Economics	
BFIN 2110	Introduction to Finance	3
BMGT 208	Business Ethics	3
Choose one from the following:		3
OATS 211	Information Processing I	
OATS 215	Spreadsheet Applications	
OATS 217	Powerpoint Presentation	
Concentration Course - Choose one other course from the list in Semester 1.		3
Credits		15
Semester 4		
General Education Elective		3-4
BLAW 316	Legal Environment of Business	3
BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone ⁴	3
MKTG 2110	Principles of Marketing	3
Credits		18-19
Total Credits		64-65