

# BUSINESS MANAGEMENT (RETAIL MARKETING & SALES) - ASSOCIATE OF APPLIED SCIENCE

## Doña Ana Community College 2024-2025 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
<b>General Education</b>		
Select one course from four of the following six content areas for a total of 12-14 credits <sup>1,2</sup>		12-14
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.		
<b>Area I: Communications - English Composition Level 1</b>		
ENGL 1110G	Composition I (C- required) <sup>3</sup>	
	or ENGL 2210G Professional and Technical Communication Honors	
<b>Area II: Mathematics</b>		
MATH 1130G	Survey of Mathematics (or higher MATH, C- required) <sup>3</sup>	
<b>Area IV: Social/Behavioral Sciences</b>		
ECON 1110G	Survey of Economics (or higher ECON) <sup>3</sup>	
<b>Area V: Humanities</b>		
PHIL 1115G	Introduction to Philosophy (or any other Area IV course) <sup>3</sup>	
General Education Elective <sup>2</sup>		3-4
<b>Core Requirements</b>		
BUSA 2230G	Human Relations in Business	3
ACCT 2110	Principles of Accounting I <sup>3</sup>	3
	or OATS 120 Accounting Procedures I	
BFIN 2110	Introduction to Finance <sup>3</sup>	3
BMGT 208	Business Ethics	3
BUSA 1110	Intro to Business <sup>3</sup>	3
MGMT 2110	Principles of Management <sup>3</sup>	3
	or BMGT 140 Principles of Supervision I	
MKTG 2110	Principles of Marketing <sup>3</sup>	3
Choose one from the following:		3
BCIS 1110	Introduction to Information Systems	
OATS 215	Spreadsheet Applications	
OATS 217	Presentation Software	
<b>Technical/Related Requirements</b>		
BLAW 316	Legal Environment of Business <sup>3</sup>	3

or BLAW 2110	Business Law I	
BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone <sup>4</sup>	3
<b>Concentration Coursework <sup>4</sup></b>		
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	
<b>Total Credits</b>		<b>64-65</b>

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

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

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

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