

BUSINESS MANAGEMENT

Associate of Applied Science Business Management Degree

- Finance and Banking Services Concentration
- General Management Concentration
- Retail Marketing and Sales Concentration

Certificates of Completion

- General
- Business Fundamentals
- Advertising Representative
- Applied Business Retail and Merchandising Services
- Banking
- Business Leadership

If you've always wanted to work in the fast-paced world of business, the Business Management program at DACC is your ticket to success. The Business Management program meets the need for supervisors and managers that continues to grow in business organizations, and our students are filling those positions. The experience and education you receive through the Business Management program prepares you to assume the responsibility of supervising and managing business operations.

The Business Management program, through a curriculum of practical training courses, general education courses, and selected elective classes that target a specific industry or business, can help prepare you for an entry-level supervisory or management position. You may take courses as diverse as Introduction to Supervision, Business Law, Economics, Computer Spreadsheet Applications, and Business Finance.

The program also includes twelve credit hours of electives, allowing you to customize your course of study and concentrate in a particular instructional area. You may choose courses from three concentrations.

- General Management
- Retail Marketing and Sales
- Finance and Banking

You also may customize an option by seeking advice from a faculty member to plan a series of elective courses that match your interest and career goals.

Graduates of the Business Management program can apply most of their courses toward either of two bachelor's degree programs at NMSU:

- agricultural economics and agricultural business (<https://catalogs.nmsu.edu/nmsu/agricultural-consumer-environmental-sciences/agricultural-economics-business/>) (offered by the College of Agricultural, Consumer, and Environmental Sciences), or
- applied studies (offered by the College of Arts and Sciences).

DACC's Associate in Applied Science degree programs in Pre-Business, Business, Administrative Office Technology, and Health Information Technology are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). All the certificates in those programs are also accredited, with the exception of the Business Fundamentals Certificate. The ACBSP emphasizes quality in teaching and student learning outcomes in business education through efforts that demonstrate adherence to business standards and performance results. The accreditation review process

provides institutions with an opportunity to examine business programs and services on a continuous basis in order to foster excellence in teaching and student learning outcomes. Participation in the review process affirms the business unit's responsibility for the quality of business education and demonstrates a commitment to continuous quality improvement.

Business Management - Associate of Applied Science Business Management (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-management-aas/>)

Advertising Representative - Certificate of Achievement (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/advertising-representative-certificate-completion/>)

Business Fundamentals - Certificate of Completion (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-fundamentals-certificate-completion/>)

General Business Management - Certificate of Completion (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/general-business-management-certificate-completion/>)

Applied Business Retail and Merchandising Services - Certificate of Completion (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/applied-business-retail-merchandising-services-ct/>)

Banking - Certificate of Completion (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/banking-certificate/>)

Business Leadership - Certificate of Completion (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-leadership-certificate/>)

Specific Concentration Coursework

Business Management (Finance & Banking) - Associate of Applied Science Business Management (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-management-finance-banking-services-aas/>)

Business Management (General Management) - Associate of Applied Science Business Management (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-management-general-management-aas/>)

Business Management (Retail Marketing & Sales) - Associate of Applied Science Business Management (<https://catalogs.nmsu.edu/dona-ana/academic-career-programs/business-management/business-management-retail-marketing-salest-aas/>)

BMGT 112. Banks and Your Money 3 Credits (3)

Banking in today's economy: language and documents of banking, check processing, teller functions, deposit function, trust services, bank bookkeeping, loans, and investments.

Learning Outcomes

1. Define and explain the importance of full-service commercial banking.
2. Explain the impacts of the banking industry on the economy, the community, and individuals.
3. Describe the major functions of commercial banks and their interrelationships.

4. List and describe the major products and services provided by commercial banks.
5. Contrast the differences and similarities between time and demand deposits.
6. Describe the process and rationale behind issuing credit and loans.
7. Discuss the importance, necessity and process of bank investments.
8. Explain the concept of liquidity and its importance to the banking industry.
9. Identify and describe the duties of the various bank regulating agencies and the major regulations they enforce. 1
10. Describe the history and growth of the banking industry in the United States. 1
11. Explain the functions and importance of the Federal Reserve System.

BMGT 126. Retail Management

3 Credits (3)

Phases of retailing, including types of retail outlets and basic problems of organizing and operating a retail store. Restricted to: Community Colleges only.

Learning Outcomes

1. Define retailing in its various perspectives and note its special characteristics.
2. Explain the steps in strategic planning for retailers.
3. Describe consumer demographics, lifestyle factors, needs and desires.
4. Examine consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
5. Explore the methods used by manufacturers, wholesalers, and retailers to exert influence in the distribution channel.
6. Describe the wheel of retailing, scrambled merchandising and the retail life cycle and retail strategy mixes.
7. Examine consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
8. Create a merchandise plan, which uses forecasting, assortments, brands, timing and allocation.

BMGT 132. Principles of Selling

3 Credits (3)

Analysis of customer behavior, persuasive communication, process of the sales interview. Restricted to: Community Colleges only. May be repeated up to 3 credits.

Learning Outcomes

1. Define selling, consider it from various perspectives; demonstrate its impact, and its special characteristics.
2. Explain the steps within the selling process.
3. Demonstrate how the steps in the selling process interact within one another in a logical, seamless flow.
4. Examine ethics in personal selling.
5. Demonstrate the creativity and innovation that any successful salesperson uses to overcome challenges by employing new ideas to sell their products.
6. Students will identify and understand their core personality style to enhance their communication skills.
7. Incorporate sales communication and techniques into a job interview.

BMGT 136. Forecasting Business Activity

3 Credits (3)

Course covers the important elements of forecasting all types of business activities including inventory control, revenue forecasts, staffing, and other industry specific activities using metrics and data analysis processes. Restricted to Community Colleges campuses only.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Define integrity and understand its importance to small business and explain how it applies to various stakeholders.
2. Distinguish among the different types and sources of startup ideas.
3. Understand the pros and cons of franchising.
4. Describe the purpose and content of an income statement and balance sheet.
5. Designate the purpose of financial forecasting.
6. Diagnose a pro forma income statement to forecast a new ventures profitability.
7. Realize the concepts of forecasting a firm's cash flows.
8. Identify various scenarios for effective financial forecasting.
9. Evaluate the choice between debt and equity financing. 1
10. Comprehend how technology can be used to improve customer relationships. 1
11. Explain how the internet and social media are changing promotional and communication practices. 1
12. Discuss the key financial issues in managing a firm's inventory.

BMGT 138. Advertising

3 Credits (3)

Psychological approach to non-personal consumer persuasion; applied techniques in media selection, layout mechanics, production methods, and campaign structures. Restricted to: Community Colleges only. May be repeated up to 3 credits.

Learning Outcomes

1. Define advertising and the relevant application of psychology in delivering the message.
2. Explain the importance of various advertising media in the marketing mix.
3. Identify and explain the social, ethical and legal issues advertisers must consider.
4. Describe the significance of the marketing function in business.
5. Explain the importance of advertising and other marketing communication tools.
6. Demonstrate application of the planning process as it applies to marketing and advertising.
7. Describe the factors that are weighed when considering the use of radio and television in the creative advertising mix.
8. Describe the relationship between market segment, consumer behavior and selection of advertising campaign types.
9. List the alternative means of reaching a target market and the technical challenges of each.

BMGT 140. Principles of Supervision I

3 Credits (3)

Principles of supervision emphasizing planning, organization, rating of employees and procedures to develop good morale. Introduction to interpretation of case studies. Restricted to: Community Colleges only.

Learning Outcomes

1. Identify the elements that are necessary to be a successful supervisor in today's workforce.

2. Discuss how globalization affects supervisors in today's diverse labor force.
3. Explain the concepts of the learning organization and Continuous Quality Improvement and how their concepts influence organizational design and the management of employees.
4. Examine employee benefits and the applicable federal laws which affect the individual and the organization, and discuss their impact on both.
5. Identify and explain the decision-making process for a supervisory position.
6. Describe the value and impact of employee motivation for both the organization and the supervisor.
7. Recognize and define effective leadership styles and skills.
8. Review the importance of communication in the workplace, give examples of communication techniques and describe techniques for overcoming communication barriers.
9. Define and analyze essential supervisory skills including: team cohesiveness, human relations, decision making skills, planning and goal setting. 1
10. Summarize the importance of high ethical standards within the organization and for the employee.
10. Prepare a job specific resume, cover letter, and follow up/thank you letter which are professional and appropriate.

BMGT 205. Customer Service in Business

3 Credits (3)

Establishes concepts of service quality in relationship to business success and maximization of returns to the organization. Explores techniques for delivering quality and service in a variety of business settings. Restricted to: Community Colleges only.

Learning Outcomes

1. Identify customer service and aspects of exceptional customer service.
2. Describe the elements of communication in customer service.
3. Explain professionalism in customer service.
4. Evaluate methods of resolving complaints from customers.
5. Describe the differences and influences of customers with disabilities, generational groups, and culturally diverse backgrounds.
6. Describe the purpose and use of voice and virtual technologies.
7. Explain the role of customer service management in providing quality service.

BMGT 208. Business Ethics

3 Credits (3)

The course examines the underlying dimensions of ethics in business, investigating ethics in relationship to the organization, the stakeholders, and society. Exploration of ethical issues from a historical context, analyzing actual events through the lens of business decision making, including legal/political, sociocultural, economic, and environmental considerations will be undertaken. Restricted to Community Colleges campuses only.

Learning Outcomes

1. Discover and discuss the basics of morals on the personal level.
2. Discuss and relate to historical development of ethics.
3. Describe the concepts of justice and economic distribution and apply to a real world scenario.
4. Recognize and explain capitalism and how ethics relate to the economic system.
5. Discuss ethical responsibilities through the lens of the corporation and apply to a real-world scenario.
6. Recognize and explain ethical issues as they apply to the consumer.
7. Explain environmental ethics through a business perspective and apply to a real world scenario.
8. Discuss and explain ethical and moral issues facing employers and employees and apply to a real world scenario.

BMGT 216. Business Math

3 Credits (3)

Application of basic mathematical procedures to business situations, including percentage formula applications, markup, statement analysis, simple and compound interest, and annuities. Restricted to: Community Colleges only.

Prerequisite(s): CCDM 103 N or satisfactory math score on ACT.

BMGT 221. Internship I

1,3 Credits (1,3)

Work experience that directly relates to a student's major field of study that provides the student an opportunity to explore career paths and apply knowledge and theory learned in the classroom. Internships may be paid or unpaid. Students are supervised/evaluated by both the employer and instructor. May be repeated up to 3 credits.

BMGT 150. Income Taxation

3 Credits (3)

Federal income taxation of individuals, sole proprietorships, partnerships, corporations, trusts, and estates with particular reference to CLU, life insurance and annuities. Restricted to: Community Colleges only.

BMGT 155. Special Topics I

1-3 Credits (1-3)

Introductory special topics of lower division level work that provides a variety of timely subjects and content material. May be repeated up to 9 credits. Restricted to Community Colleges campuses only.

BMGT 160. Self-Presentation and Etiquette

3 Credits (3)

Introduction to business etiquette based on tradition, social expectations, and professional behavior standards. Restricted to: Community Colleges only.

BMGT 201. Work Readiness and Preparation

3 Credits (3)

Instruction in methods of selection, seeking, acquiring and retaining employment. Addresses work success skills, business etiquette, employer expectation and workplace norms. Restricted to Community Colleges campuses only.

Learning Outcomes

1. Catalog personal and professional information that will aid in career planning and job search processes.
2. Develop methods of establishing short- and long-term career goals.
3. Recognize the strengths of various kinds of resumes and how they are used based on one's career status and type of job being sought.
4. Explain the importance of good communication and work etiquette in job success.
5. Demonstrate how to create a professional image to increase job search success.
6. Explore career management opportunities and practices.
7. Demonstrate successful interview techniques.
8. Compare and contrast employee and employer expectations.
9. Discuss ethical and appropriate work practices. 1

Learning Outcomes

1. Define and explain the purpose, expectations, and professional standards associated with the internship experience.
2. Demonstrate the ability to apply theoretical knowledge and practical skills acquired in the classroom to real-world situations within the internship setting.
3. Assess personal strengths, weaknesses, and areas for improvement based on feedback received from internship supervisors, self-reflection, and peer evaluations.
4. Collaborate effectively with colleagues, supervisors, and clients in the internship setting, demonstrating strong communication, teamwork, and problem-solving skills.
5. Evaluate the overall internship experience and its impact on personal and professional development, and identify areas for future growth and learning in the chosen field of study.

BMGT 232. Personal Finance**3 Credits (3)**

Budgeting, saving, credit, installment buying, insurance, buying vs. renting a home, income tax statement preparation, investment, and estate disposal through will and trust. Restricted to: Community Colleges only.

Learning Outcomes

1. Explain the time value of money.
2. Explain the importance and relevance of financial planning.
3. Demonstrate development of a financial plan.
4. Explain the concepts of cash flow and use of capital.
5. Describe credit and the use of credit to attain wealth.
6. Demonstrate a variety of investment techniques and vehicles.
7. Explain the importance of estate planning.
8. List the functions and uses of insurance.

BMGT 236. Small Business Start-Up**3 Credits (3)**

Starting a small business is a complex endeavor that requires specialized knowledge. This course prepares students to take the first step in business ownership and operations. Restricted to Community Colleges campuses

Learning Outcomes

1. Identify the unique challenges of starting a small business.
2. Identify opportunities to start up a business and conduct a needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify the availability of necessary resources.

BMGT 237. Managing Small Businesses**3 Credits (3)**

Managing a small business requires the owner/operator to be proficient in a number of skills and technical areas. This course provides small business owners/operators with the training and essential knowledge to manage a small business. Restricted to Community Colleges campuses.

Learning Outcomes

1. Identify the strengths and weaknesses of small businesses.
2. Define entrepreneurship and identifying its traits.
3. Demonstrate a capability to explore and research business opportunities.
4. Explain how to plan to start a new business, identifying legal structures, financing options, and organizing a management team.

5. Identify and analyze financial statements.
6. Review the importance of management information systems.
7. Identify their own managerial leadership style.
8. Review purchasing and inventories, taxation and insurance.
9. Describe the process of writing a business plan.

BMGT 250. Diversity in the Workplace**3 Credits (3)**

Concepts of culture, diversity, prejudice, and discrimination within the domestic workforce/society. Restricted to Community Colleges campuses only.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Students will identify and evaluate tools useful for exploring their own identity.
2. Students will analyze and evaluate the connections they have with individuals from different backgrounds.
3. Students will analyze and evaluate concepts of culture, prejudice, and discrimination.
4. Students will demonstrate the ability to analyze, evaluate, and apply inclusive strategies to work effectively within a diverse workforce.

BMGT 272. E-Commerce Operations**3 Credits (3)**

Includes the many forms of e-commerce and emerging technologies that will impact the business of tomorrow. Restricted to Community Colleges campuses only.

Prerequisite(s): OECS 105 or BCIS 1110.

BMGT 280. Introduction to Human Resources**3 Credits (3)**

Personnel functions encompassing job analysis, recruitment, selection, training, appraisals, discipline, and terminations. Prerequisite(S): BUSA 1110 or B A 104. Restricted to Community Colleges campuses only.

BMGT 282. Introduction to International Business Management**3 Credits (3)**

Overview of the social, economic and cultural environment of international business transactions. Restricted to Community Colleges only.

Prerequisite(s): BUSA 1110.

BMGT 286. Introduction to Logistics**3 Credits (3)**

Overview on the planning, organizing, and controlling of transportation, inventory maintenance, order processing, purchasing, warehousing, materials, handling, packaging, customer service standards, and product scheduling. Restricted to: Community Colleges only.

BMGT 287. Introduction to Export/Import**3 Credits (3)**

Procedures and documentation for exporting and importing products. Emphasis on NAFTA regulations and other U.S. border operations crossings. Restricted to Community Colleges only.

Prerequisite(s): BUSA 1110.

BMGT 290. Applied Business Capstone**3 Credits (3)**

Refines skills and validates courses taken in BMGT program. Business simulations, case studies and projects used to test and improve business practices. Student must be within 25 credits of graduation. Restricted to: BMGT majors. Restricted to Community Colleges campuses only.

Prerequisite: BUSA 1110, and (BMGT 140 or MGMT 2110), and (BMGT 240 or SOCI 1110G or PSYC 1110G), and MKTG 2110.

Learning Outcomes

1. Plan, design, and create a real world project related to their field of study.
2. Participate in job shadowing in positions related to their field of study.
3. Create a portfolio in preparation for career applications.
4. Collaborate as a member of a team in their field of study.
5. Identify and use ethical decision-making in working on individual projects, job shadowing, and a team.

BMGT 298. Independent Study**3 Credits (3)**

Individual studies directed by consenting faculty with prior approval of department chair. May be repeated up to 6 credits. Restricted to Community Colleges campuses only.

Prerequisite(s): Sophomore standing with 3.0 GPA.

BUSA 1110. Intro to Business**3 Credits (3)**

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

Learning Outcomes

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental, diversity, economic, technological, and global.
5. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.
7. Describe the purpose and content of a business plan.

BLAW 2110. Business Law I**3 Credits (3)**

Survey of the legal environment of business and common legal principles including: the sources of law, dispute resolution and the U.S. court systems, administrative law, tort law, contract law, agency and employment law, business structure and governance, ethics and corporate social responsibility. Explores sources of liability and presents strategies to minimize legal risk. Offered at all NMSU Community Colleges except Dona Ana Community College. Credit may not be earned in both BLAW 2110 and BLAW 317.

Learning Outcomes

1. Describe the sources of law.
2. Describe and explain dispute resolution and the court systems in the United States.
3. Describe the concepts of negligence, intentional torts and strict liability.
4. Describe and apply the essential aspects of contracts from creation, performance, breach and remedies, including basic contract law from Article 2 of the Uniform Commercial Code.
5. Explain the concept of ethics.

ENTR 1110. Entrepreneurship**3 Credits (3)**

Introduces students to the concept of entrepreneurship and to the process of business startups. May be repeated up to 3 credits.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Identify the unique characteristics of an entrepreneur.
2. Identify opportunities and conduct needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify availability of necessary resources.

MKTG 2110. Principles of Marketing**3 Credits (3)**

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include: the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers. May be repeated up to 6 credits.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Describe the professional, ethical, and social responsibilities of marketers.
2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.
3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.
4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.
5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.
6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.
7. Explain the importance of market research and information systems in supporting marketing decision making.
8. Describe the dynamic environment(s) in which marketing decisions must be made.

Name: Laura De La Cruz, Ed.D., Department Chair

Office Location: DAEM 100G

Phone: (575) 528-7335

Website: <https://dacc.nmsu.edu/academics/programs/business-management/index.html> (<https://dacc.nmsu.edu/academics/programs/business-management/>)

Name: Erica Enriquez, Teaching Tech

Office Location: DAEM 100J

Phone: (575) 528-7277