

Bachelor of Business Administration Degree Planner (as of Fall 2026)

Name / Student ID					
Phase I (minimum grade: C) [27]					
<i>A cumulative GPA of at least 2.5 is required to complete Phase I</i>					
BUSA 1110 - Introduction to Business <i>Department Permission Required</i>		ECON 2110 - Prin. of Macroeconomics		ENGL 2210 OR 2120 - Prof./Tech. Comm. or Inter. Comp. <i>Pre: ENGL 1120</i>	
ENGL 1120 - Composition II <i>Pre: ENGL 1110</i>		ECON 2120 - Prin. of Macroeconomics		PSYC 1110 OR SOCI 1110 - Intro Psychology/Sociology	
MATH 1350 - Intro to Statistics <i>Pre: MATH 1215</i>		ACCT 2110 - Prin. of Accounting I		BCIS 1110 - Fund. of Information Literacy and Systems <i>Pre: MATH 1215</i>	
General Education (minimum grade: C) [16]					
Area 1. Communication <i>Met in Phase I</i>	✓	Area 4. Social and Behavioral Science <i>Met in Phase I</i>	✓	Area 6. Arts and Design	
Area 2. Math and Statistics <i>Met in Phase I</i>	✓	Area 5a. Humanities		Area 7. Student Choice <i>One of two required courses met in Phase I</i>	
Area 3. Physical and Natural Science <i>Paired lab and lecture required, 4 credit hours</i>		Area 5b. Second Language		<i>Search General Education courses at gened.unm.edu</i>	
Upper Division Humanities (minimum grade: C) [3]					
A 3 credit hour course numbered between 300-499 from subjects: AFST, AMST, CCS(T), CLST, COMP, ENGL, GNDR, HIST, LTAM, MDVL, NATV, PHIL, RELG, UHON*, WGSS					
ASM Core (minimum grade: C-) [33]					
ACCT 2120 - Prin. of Accounting II <i>Pre: ACCT 2110</i>		BUSA 3001 - Operations Management <i>Pre: ENGL 2210/2120, MATH 1350, BCIS 1110</i>		BUSA 3980 - Strategic Career Planning <i>Pre: ENGL 2210/2120 (third year)</i>	
BUSA 3060 - Org. Behavior and Diversity <i>Pre: ENGL 2210/2120, PSYC/SOCI 1110</i>		BUSA 3220 - Marketing Management <i>Pre: ENGL 2210/2120, ECON 2120</i>		BUSA 4501 - Computer Based Info. Systems	
BUSA 3080 - Ethical, Political, Social Environ. <i>Pre: ENGL 2210/2120, PSYC/SOCI 1110</i>		BUSA 3260 - Financial Management		BUSA 4988 - Strategic Management <i>Pre: All ASM Core except 3980/4501, Phase I complete (final semester)</i>	
BUSA 3101 - Legal Issues for Managers <i>Pre: ENGL 2210/2120, PSYC/SOCI 1110</i>		BUSA 3280 - International Management <i>Pre: ENGL 2210/2120, ECON 2120</i>			
General Management (minimum grade: C-) [12] -- see reverse for other concentrations					
<i>All concentration courses require completion of Phase I</i>			<i>F = Fall S = Spring</i>		
<i>Choose one course from four different areas for a total of twelve credit hours. Some concentration courses require prerequisites as noted in the UNM Catalog.</i>					
Accounting ACCT 3401, 3410, 3420, 3430, 3460, 4430, 4490		Human Resources Mgmt BUSA 4570, 4630, 4640, 4660, 4920		Marketing Mgmt BUSA 3840, 4820, 4860, 4870, 4880	
Entrepreneurship BUSA 3240		International Mgmt BUSA 4210		Operations Mgmt BUSA 4330, 4360, 4620, 4860, 4880	
Finance BUSA 4260, 4701, 4710, 4740		Mgmt Information Systems BUSA 3290, 3301, 3360		Organizational Leadership BUSA 3240, 3620, 4570, 4580, 4620, 4920	
Free Electives, depending on concentration [-22-29] (only 1 hour of PHED/PENP)	Total Hours - minimum 120 required GPA - minimum 2.0 cumulative required			Notes	

BBA Concentrations (minimum grade: C-)

All concentration courses require completion of Phase I

F = Fall | S = Spring

Accounting [19]

ACCT 3401 - Financial Accounting I (F/S) <i>Pre: ACCT 2110</i>	
ACCT 3410 - Financial Accounting II (F/S) <i>Pre: ACCT 3401</i>	
ACCT 3430 - Entity Taxation (F/S)	
ACCT 3460 - Cost Accounting (F/S) <i>Pre: ACCT 2120</i>	
ACCT 4430 - Auditing (F/S) <i>Pre/Co: ACCT 3410</i>	
ACCT 4490 - Accounting Information Systems (F/S) <i>Pre: ACCT 3401</i>	
ACCT 4999 - Accounting Senior Seminar (F/S) (1 hour) <i>Pre: ACCT 3430, 3460 / Co: ACCT 4430, 4490</i>	

Entrepreneurship [15]

BUSA 3840 - Professional Selling (F/S) <i>Pre: ENGL 2210/2120, ECON 2120</i>	
BUSA 3240 - New Venture Strategies (F/S) <i>Pre: ENGL 1120, ECON 2120</i>	
BUSA 4950 - Managing Small, Growing Businesses (F) <i>Pre: ENGL 1120, ECON 2120</i>	
Choose two additional courses from	
BUSA 3620 - Leadership and Teams (F/S) <i>Pre: BUSA 3060</i>	
BUSA 4210 - International Entrepreneurship (F)	
BUSA 4640 - Talent Management (F/S) <i>Pre: BUSA 3060</i>	
BUSA 4966 - Seminar in Entrepreneurial Financing (F/S) <i>Pre: BUSA 3260</i>	
MGMT 556 - Starting New Business (F) <i>Requires approval via the Level Restriction process</i>	

Finance [15]

BUSA 4260 - Adv Corporate Finance (F/S) <i>Pre: BUSA 3260</i>	
BUSA 4710 - Investment Analysis & Mgmt (F/S) <i>Pre: BUSA 3260</i>	
Choose three additional courses from	
BUSA 4701 - Fin Markets & Institutions (F/S) <i>Pre: BUSA 3260</i>	
BUSA 4720 - Securities Analysis (F) <i>Pre: BUSA 3260</i>	
BUSA 4730 - Commercial Banking <i>Pre: BUSA 3260</i>	
BUSA 4740 - International Financial Management (F/S) <i>Pre: BUSA 3260</i>	
BUSA 4760 - Derivatives (Futures and Options) <i>Pre: BUSA 3260</i>	
BUSA 4790 - Applied Investment Management (S) <i>Pre: BUSA 4710, Instructor Permission</i>	
BUSA 4966 - Sem in Entrepreneurial Financing (F/S)	

Human Resource Management [15]

BUSA 4630 - Employment Law (F/S) <i>Pre: BUSA 3060, BUSA 3101</i>	
BUSA 4640 - Talent Management (F/S) <i>Pre: BUSA 3060</i>	
BUSA 4670 - Recruitment and Selection (F)	
BUSA 4680 - Compensation and Benefits (S) <i>Pre: BUSA 3060</i>	
Choose one additional course from	
BUSA 4610 - HR Metrics and Analysis (F)	
BUSA 4620 - Negotiation Strategies (S)	
BUSA 4977 - Internship (F/S) <i>See your advisor for more details</i>	

Management Information Systems [18]

BUSA 3290 - Data Management (F/S)	
BUSA 3301 - Programming Fundamentals (F/S)	
BUSA 4601 - Info Systems Development (S) <i>Pre: BUSA 3290, 3301; two of: BUSA 3310, 3360, 4370, 4380, 4590</i>	
Choose three additional courses from	
BUSA 3310 - Application Programming (F) <i>Pre: BUSA 3301</i>	
BUSA 3360 - Info Systems Security (S) <i>Pre: BUSA 3290</i>	
BUSA 4370 - Sys/Network Admin (S) <i>Pre: BUSA 3301</i>	
BUSA 4380 - Social Media Data Analytics (S) <i>Pre: BUSA 3301</i>	
BUSA 4560 - Network Infrastructure <i>Pre: BUSA 4370, 4501</i>	
BUSA 4590 - System Analysis (F) <i>Pre: BUSA 3290, 3301</i>	

Marketing [18]

BUSA 4801 - Consumer Behavior (F/S) <i>Pre: BUSA 3220</i>	
BUSA 4350 - Marketing Strategy (F/S) <i>Pre: BUSA 4801</i>	
BUSA 4810 - Marketing Research I (F/S) <i>Pre: BUSA 4801</i>	
Choose three additional courses from	
BUSA 3840 - Professional Selling (F/S) <i>Pre: ENGL 2210/2120, ECON 2120</i>	
BUSA 4101 - Advertising Campaigns (F/S) <i>Instructor Permission</i>	
BUSA 4110 - Social Media & Content Mktg (F/S) <i>Pre: BUSA 3220</i>	
BUSA 4360 - Business Analysis Tools (F/S)	
BUSA 4820 - Digital Marketing (S) <i>Pre: BUSA 3220</i>	
BUSA 4830 - International Marketing <i>Pre: BUSA 3220</i>	
BUSA 4840 - Advanced Sales (F/S) <i>Pre: BUSA 3840</i>	
BUSA 4850 - Retailing Management <i>Pre: BUSA 3220</i>	
BUSA 4860 - Logistics Systems Management (S) <i>Pre: BUSA 3001, 3220</i>	
BUSA 4870 - Promotion Management (F) <i>Pre: BUSA 3220</i>	
BUSA 4880 - Supply Chain Models & Analytics (F) <i>Pre: BUSA 3001, 3220</i>	

Operations [15]

BUSA 4330 - Mgmt of Service Operations (F) <i>Pre: BUSA 3001</i>	
BUSA 4360 - Business Analysis Tools (F/S)	
BUSA 4620 - Mgmt of Quality (S) <i>Pre: BUSA 3001</i>	
BUSA 4860 - Logistics Systems Mgmt (S) <i>Pre: BUSA 3001, 3220</i>	
BUSA 4880 - Supply Chain Models & Analytics (F) <i>Pre: BUSA 3001, 3220</i>	