THE JAMES & GAIL ELLIS SCHOOL OF BUSINESS LEADERSHIP

AACSB ACCREDITED

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

| Name / Student ID | |
|---|---|

| Phase I (minimum grade: C) [27] | | | | | |
|---|---|---|---|---|---|
| *A cumulative GPA of at least 2.5 is required to complete Phase I* | | | | | |
| BUSA 1110 - Introduction to Business<br>*Department Permission Required* | | ECON 2110 - Prin. of Macroeconomics | | ENGL 2210 OR 2120 - Prof./Tech. Comm. or Inter. Comp.<br>*Pre: ENGL 1120* | |
| ENGL 1120 - Composition II<br>*Pre: ENGL 1110* | | ECON 2120 - Prin. of Microeconomics | | PSYC 1110 OR SOCI 1110 - Intro Psychology/Sociology | |
| MATH 1350 - Intro to Statistics<br>*Pre: MATH 1215* | | ACCT 2110 - Prin. of Accounting I | | BCIS 1110 - Fund. of Information Literacy and Systems<br>*Pre: MATH 1215* | |

| General Education (minimum grade: C) [16] | | | | | |
|---|---|---|---|---|---|
| Area 1. Communication<br>*Met in Phase I* | ✓ | Area 4. Social and Behavioral Science<br>*Met in Phase I* | ✓ | Area 6. Arts and Design | |
| Area 2. Math and Statistics<br>*Met in Phase I* | ✓ | Area 5a. Humanities | | Area 7. Student Choice<br>*One of two required courses met in Phase I* | |
| Area 3. Physical and Natural Science<br>*Paired lab and lecture required, 4 credit hours* | | Area 5b. Second Language | | *Search General Education courses at gened.unm.edu* | |

| 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 | |

| Management Core (minimum grade: C-) [33] | | | | | |
|---|---|---|---|---|---|
| ACCT 2120 - Prin. of Accounting II<br>*Pre: ACCT 2110* | | BUSA 3001 - Operations Management<br>*Pre: ENGL 2210/2120, MATH 1350, BCIS 1110* | | BUSA 3980 - Strategic Career Planning<br>*Pre: ENGL 2210/2120 (third year)* | |
| BUSA 3060 - Org. Behavior and Diversity<br>*Pre: ENGL 2210/2120, PSYC/SOCI 1110* | | BUSA 3220 - Marketing Management<br>*Pre: ENGL 2210/2120, ECON 2120* | | BUSA 4501 - Computer Based Info. Systems | |
| BUSA 3080 - Ethical, Political, Social Environ.<br>*Pre: ENGL 2210/2120, PSYC/SOCI 1110* | | BUSA 3260 - Financial Management | | BUSA 4988 - Strategic Management<br>*Pre: All ASM Core except 3980/4501, Phase I complete (final semester)* | |
| BUSA 3101 - Legal Issues for Managers<br>*Pre: ENGL 2210/2120, PSYC/SOCI 1110* | | BUSA 3280 - International Management<br>*Pre: ENGL 2210/2120, ECON 2120* | | | |

| General Management (minimum grade: C-) [12] -- see reverse for other concentrations | | | | | |
|---|---|---|---|---|---|
| *All concentration courses require completion of Phase I* | | | | *F = Fall \| S = Spring* | |
| *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.* | | | | | |
| Accounting<br>ACCT 3401, 3410, 3420, 3430, 3460, 4430, 4490 | | Human Resources Mgmt<br>BUSA 4570, 4630, 4640, 4660, 4920 | | Marketing Mgmt<br>BUSA 3840, 4820, 4860, 4870, 4880 | |
| Entrepreneurship<br>BUSA 3240 | | International Mgmt<br>BUSA 4210 | | Operations Mgmt<br>BUSA 4330, 4360, 4620, 4860, 4880 | |
| Finance<br>BUSA 4260, 4701, 4710, 4740 | | Mgmt Information Systems<br>BUSA 3290, 3301, 3360 | | Organizational Leadership<br>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**<br>**GPA - minimum 2.0 cumulative required** | **Notes** |
|---|---|---|

**Contact Us: andersonadvising@unm.edu | 505-277-3290**

# BBA Concentrations (minimum grade: C-)

*All concentration courses require completion of Phase I* | *F = Fall | S = Spring*

## Accounting [19]

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

## Entrepreneurship [15]

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

## Finance [15]

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

## Human Resource Management [15]

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

## Management Information Systems [18]

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

## Marketing [18]

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

## Operations [15]

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