

UNM ANDERSON SCHOOL OF MANAGEMENT
BBA Marketing & Operations Management
Dual Concentration Worksheet



You are encouraged to take ASM core and concentration courses simultaneously.
 All Concentration Information Effective for Students Admitted Fall 2016 or Thereafter

Anderson Core	Required	Earned	Semester
MGMT 300: Operations Management Take as soon as possible for efficient degree completion	3		
MGMT 303: Managerial Accounting	3		
MGMT 306: Org Behavior & Diversity	3		
MGMT 308: Eth, Pol. & Soc. Environ.	3		
MGMT 310: Legal Issues for Managers	3		
MGMT 322: Marketing Management Take as soon as possible for efficient degree completion	3		
MGMT 326: Financial Management	3		
MGMT 328: International Management	3		
MGMT 398: Career Management Skills	1		
MGMT 450: Computer Based Info Sys. Prerequisite: MGMT 300, 303, 306, 322	3		
MGMT 498: Strategic Management Prerequisite: MGMT 300, 303, 306, 308, 310, 322, 326, 328	3		
Credit Hours	31		

Concentration	Required	Earned	Semester
MGMT 433: Management of Service Operations Prerequisite: MGMT 300	3		
MGMT 434: Manufacturing Systems Management Prerequisite: MGMT 300	3		
MGMT 435: Marketing Strategy Prerequisite: MGMT 322 & MGMT 486 or 488*	3		
MGMT 481: Marketing Research I Prerequisite: MGMT 322 & MGMT 486 or 488*	3		
*MGMT 486: Logistics Systems Management Prerequisite: MGMT 300, 322	3		
*MGMT 488: Materials & Supply Chain Management Prerequisite: MGMT 300, 322	3		
Choose one additional Operations course from the list below	3		
MGMT 462: Management of Quality Prerequisite: MGMT 300			
MGMT 490: Special Topics, as approved by concentration advisor			
Credit Hours	21		

Totals	Required	Earned	Semester
Pre-Admission Course Work	~49		
ASM Core	31		
Concentration	21		
Upper Division Humanities 300 level or above from: AMST, CLST, COMP, ENGL, HIST, PHIL, or RELG	3		
Free Electives	~16		
Total Credit Hours	120		

