

## Bachelor of Business Administration Degree Planner

### DUAL MARKETING AND OPERATIONS MANAGEMENT (as of Fall 2024)

Student ID				Name		
<b>Phase I and Additional Prerequisites (minimum grade: C) [33]</b>						
<i>A cumulative GPA of at least 2.5 is required to complete Phase I</i>						
BUSA 1110 - Introduction to Business <i>(Phase I) (Department Permission required)</i>		ENGL 1120 - Composition II <i>(Phase I) (ENGL 1110*)</i>		ENGL 2210 OR 2120 - Prof./Tech. Comm. or Inter. Comp. <i>(ENGL 1120*)</i>		
ECON 2110 - Prin. of Macroeconomics <i>(Phase I)</i>		MATH 1350 - Intro to Statistics <i>(Phase I) (MATH 1215X/Y†)</i>		MATH 1430 - Applications of Calculus I <i>(MATH 1220†)</i>		
ECON 2120 - Prin. of Microeconomics <i>(Phase I)</i>		BCIS 1110 - Fund. of Info. Lit. and Systems <i>(Phase I) (MATH 1215X/Y/Z†)</i>		PSYC 1110 OR SOCI 1110 - Intro Psychology/Sociology		
ACCT 2110 - Prin. of Accounting I <i>(Phase I) (BUSA 1110)</i>		Upper Division Humanities - 3 credit hours at the 300-level or higher (course numbered 300-499) from choice of subject: <i>AFST, AMST, CCS(T), CLST, COMP, ENGL, GNDR, HIST, LTAM, MDVL, NATV, PHIL, RELG, UHON*, WGSS</i>				
<b>General Education (minimum grade: C) [13]</b>						
Area 3. Physical and Natural Science <i>(4 hours, paired lab and lecture)</i>		Area 6. Arts and Design		Area 4. Social and Behavioral Science <i>Met in Phase I &amp; Additional Prerequisites</i>		✓
Area 5a. Humanities		Area 1. Communication <i>Met in Phase I &amp; Additional Prerequisites</i>	✓	Area 7. Student Choice <i>Met in Phase I &amp; Additional Prerequisites</i>		✓
Area 5b. Second Language		Area 2. Math and Statistics <i>Met in Phase I &amp; Additional Prerequisites</i>	✓	<i>Search General Education area courses: <a href="http://gened.unm.edu">gened.unm.edu</a></i>		
<b>ASM Core (minimum grade: C-) [33]</b>						
ACCT 2120 - Prin. of Accounting II <i>(ACCT 2110)</i>		MGMT 300 - Operations Management <i>(ENGL 2210/2120*, MATH 1350†, BCIS 1110)</i>		MGMT 398 - Strategic Career Planning <i>(ENGL 2210/2120*) (third year)</i>		
MGMT 306 - Org. Behavior and Diversity <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>		MGMT 322 - Marketing Management <i>(ENGL 2210/2120*, ECON 2120)</i>		MGMT 450 - Computer Based Info. Systems		
MGMT 308 - Ethical, Political, Social Environ. <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>		MGMT 326 - Financial Management <i>(Recommended: MATH 1430†)</i>		MGMT 498 - Strategic Management <i>(Phase I complete) (All ASM Core except 398/450) (final semester)</i>		
MGMT 310 - Legal Issues for Managers <i>(ENGL 2210/2120*, PSYC/SOCI 1110)</i>		MGMT 328 - International Management <i>(ENGL 2210/2120*, ECON 2120)</i>				
<b>Concentration (minimum grade: C-) [24]</b>						
<i>All concentration courses require a completed Phase I</i>				<i>F = Fall   S = Spring</i>		
MGMT 480 - Consumer Behavior (F/S) <i>(MGMT 322)</i>		MGMT 433 - Mgmt of Service Operations (F) <i>(MGMT 300)</i>		MGMT 486 - Logistics Systems Mgmt (S) <i>(MGMT 300, 322)</i>		
MGMT 435 - Marketing Strategy (F/S) <i>(MGMT 480)</i>		MGMT 436 - Business Analysis Tools (F/S)		MGMT 488 - Supply Chain Models & Analytics (F) <i>(MGMT 300, 322)</i>		
MGMT 481 - Marketing Research I (F/S) <i>(MGMT 480)</i>		MGMT 462 - Mgmt of Quality (S) <i>(MGMT 300)</i>				
Free Electives [17] (only 1 hour of PHED/PENP)	Total Hours - minimum 120 required GPA - minimum 2.0 cumulative required			Notes		

\*ENGL Progression: [ENGL 1110 (3hr elec.)] OR [ENGL1110X & ENGL1110Y (6hr elec.)] > ENGL 1120 > ENGL 2120 OR 2120  
 †MATH Progression: FYEX 1010 (3hr elec.) > MATH 1215X/Y/Z (3hr elec.) > MATH 1350 > MATH 1220 (3hr elec.) > MATH 1430