

BUSINESS MANAGEMENT (RETAIL MARKETING & SALES) - ASSOCIATE OF APPLIED SCIENCE

Doña Ana Community College 2026-2027 Catalog (64 credits)

NOTE: Students must earn a final grade of C- or better in all required Professional and Major courses and achieve a cumulative grade-point average of at least 2.0. A grade of C- or better is required in ENGL 1110G Composition I and designated Mathematics courses.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 64 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Prefix	Title	Credits
General Education		
Select one course from four of the following six content areas for a total of 12-14 credits ^{1,2}		12-14
This degree requires courses from Areas I, II, IV and V, students do not need to take any additional General Education courses to meet the requirement.		
Area I: Communications - English Composition Level 1		
ENGL 1110G	Composition I (C- required) ³	
	or ENGL 2210G Professional and Technical Communication	
Area II: Mathematics		
MATH 1130G	Survey of Mathematics (or higher MATH, C- required) ³	
Area IV: Social/Behavioral Sciences		
ECON 1110G	Survey of Economics (or higher ECON) ³	
	or BUSA 2230G Human Relations in Business	
Area V: Humanities		
PHIL 1115G	Introduction to Philosophy (or any other Area IV course) ³	
General Education Elective ²		3
Core Requirements		
BUSA 2230G	Human Relations in Business	3
ACCT 2110	Principles of Accounting I ³	3
	or ACCT 1115 Accounting Principles I	
BFIN 2110	Introduction to Finance ³	3
BMGT 208	Business Ethics	3
BUSA 1110	Intro to Business ³	3
MGMT 2110	Principles of Management ³	3
	or BMGT 140 Principles of Supervision I	
MKTG 2110	Principles of Marketing ³	3
Choose one from the following:		3
BCIS 1110	Introduction to Information Systems	
BCIS 1215	Introduction to MS Excel I	
BCIS 1230	Introduction to MS PowerPoint	
Technical/Related Requirements		
BLAW 316	Legal Environment of Business ³	3
	or BLAW 2110 Business Law I	

BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone ⁴	3
Concentration Coursework⁴		
Select 12 credits from the following:		12
BMGT 126	Retail Management	
BMGT 132	Principles of Selling	
BMGT 136	Forecasting Business Activity	
BMGT 138	Advertising	
BMGT 205	Customer Service in Business	
Total Credits		64

¹ Each course selected must be from a different area and students cannot take multiple courses in the same area.

² See the General Education (<https://catalogs.nmsu.edu/dona-ana/general-education-and-transfer-options/transfer-new-mexico-institutions/>) section of the catalog for a full list of courses.

³ Courses are identical to those offered at New Mexico State University Las Cruces (main) Campus.

⁴ Students are required to take the Business Capstone Course (BMGT 290 Applied Business Capstone) at DACC. The course is offered during the Spring Semester ONLY.

(64 credits) A Suggested Plan of Study

The contents of this roadmap may vary depending on initial student placement in mathematics and English. This is only a suggested plan of study for students, and is not intended as a contract. Individual student academic plans may vary. Please contact your academic advisor to create a plan that works for you. Course availability may vary from fall to spring semester and may be subject to modification or change.

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Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 64 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Semester 1		Credits
Area I: Communications - English Composition Level 1		4
ENGL 1110G	Composition I (or ENGL 2210G, C- required)	
Area II: Mathematics		3
MATH 1130G	Survey of Mathematics (or higher MATH, C- required)	
Area V: Humanities		3
PHIL 1115G	Introduction to Philosophy (or any other Area V course)	
BUSA 1110	Intro to Business	3
Concentration Course - Choose one course from the following:		3
BMGT 126	Retail Management	
BMGT 132	Principles of Selling	
BMGT 136	Forecasting Business Activity	
BMGT 138	Advertising	

BMGT 205	Customer Service in Business	
Credits		16
Semester 2		
ACCT 2110 or ACCT 1115	Principles of Accounting I or Accounting Principles I	3
BUSA 2230G	Human Relations in Business	3
MGMT 2110 or BMGT 140	Principles of Management or Principles of Supervision I	3
Concentration Courses - Choose two other courses from the list in Semester 1.		6
Credits		15
Semester 3		
Area IV: Social/Behavioral Sciences		3
ECON 1110G	Survey of Economics (or higher ECON)	3
BFIN 2110	Introduction to Finance	3
BMGT 208	Business Ethics	3
Choose one from the following:		3
BCIS 1110	Introduction to Information Systems	
BCIS 1215	Introduction to MS Excel I	
BCIS 1230	Introduction to MS PowerPoint	
Concentration Course - Choose one other course from the list in Semester 1.		3
Credits		15
Semester 4		
General Education Elective		3
BLAW 316	Legal Environment of Business	3
BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone ⁴	3
MKTG 2110	Principles of Marketing	3
Credits		18
Total Credits		64