

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 | | |
| <i>Select one course from four of the following six content areas for a total of 12-14 credits^{1,2}</i> | | 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 | |
| <i>General Education Elective²</i> | | 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 | |

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|---|--|-----------|
| 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.