

# APPLIED BUSINESS - ASSOCIATE OF APPLIED BUSINESS

## 61 Credits

The Associate degree in Applied Business is designed to prepare students for middle-level entry jobs in business. The general program surveys the fundamentals of business operations giving special consideration to basic accounting practices, basic business law, economics, fundamentals of marketing, and management of human resources.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 61 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
<b>General Education Requirements</b>		
<i>Choose one course from four of the following six content areas for a total of 12-14 credits<sup>1,2</sup></i>		
This degree requires courses from Areas I, IV, V and VI; students do not need to select any other General Education courses to meet the requirement.		
<b>Area I: Communications</b>		
ENGL 1110G	Composition I	4
<b>Area IV: Social/Behavioral Sciences</b>		
ECON 2110G	Macroeconomic Principles	3
or ECON 2120G	Principles of Microeconomics Honors	
<b>Area V: Humanities</b>		
Select one course from Area V: Humanities <sup>1</sup>		3
<b>Area VI: Creative &amp; Fine Arts</b>		
Select one course from Area VI: Creative & Fine Arts <sup>1</sup>		3
<b>General Education Elective</b>		
COMM 1115G	Introduction to Communication	3
or COMM 1130G	Public Speaking	
<b>Applied Business Core Requirements</b>		
ACCT 2110	Principles of Accounting I	3
ACCT 2120	Principles of Accounting II	3
BCIS 1110	Introduction to Information Systems	3
BMGT 216	Business Math	3
or MATH 1215	Intermediate Algebra	
BUSA 1110	Intro to Business	3
BUSA 2230G	Human Relations in Business	3
BMGT 208	Business Ethics	3
ECON 2120G	Principles of Microeconomics Honors	3
ENGL 2210G	Professional and Technical Communication	3
MGMT 2110	Principles of Management	3
MKTG 2110	Principles of Marketing	3
OECS 215	Spreadsheet Applications	3
<b>Electives, to bring the total credits to 61 (Choose from BMGT, BLAW, MKTG, BFIN, or OATS)</b>		<b>9</b>
<b>Total Credits</b>		<b>61</b>

Note: This is a terminal degree and not designed to transfer to a Bachelor's degree program within NMSU. Those students planning to earn a Bachelor's degree will need to complete all general education requirements, including MATH 1220G College Algebra or higher.

## Retail Marketing and Merchandising Area of Interest

Prefix	Title	Credits
BMGT 126	Retail Management	3
BMGT 132	Principles of Selling	3
BMGT 136	Forecasting Business Activity	3

## Entrepreneurship & Small Business

Prefix	Title	Credits
ENTR 1110	Entrepreneurship	3
BMGT 236	Small Business Start-Up	3
BMGT 237	Managing Small Businesses	3

<sup>1</sup> See the General Education (<https://catalogs.nmsu.edu/grants/general-education/>) section of the catalog for a full list of all general education courses.

## A Suggested Plan of Study

This roadmap assumes student placement in MATH 1215 Intermediate Algebra and ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from fall to spring semester and may be subject to modification or change.

<b>First Year</b>		<b>Credits</b>
<b>Fall</b>		
ACCT 2110	Principles of Accounting I	3
BUSA 1110	Intro to Business	3
BCIS 1110	Introduction to Information Systems	3
ECON 2110G	Macroeconomic Principles	3
ENGL 1110G	Composition I	4
		<b>Credits</b>
		<b>16</b>
<b>Spring</b>		
ACCT 2120	Principles of Accounting II	3
BMGT 216	Business Math	3
or MATH 1215	or Intermediate Algebra	
ENGL 2210G	Professional and Technical Communication	3
OECS 215	Spreadsheet Applications	3
COMM 1115G	Introduction to Communication	3
or COMM 1130G	or Public Speaking	
		<b>Credits</b>
		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
AREA V: Humanities		3
AREA VI: Creative and Fine Arts		3
MGMT 2110	Principles of Management	3
BMGT 208	Business Ethics	3
Elective		3
		<b>Credits</b>
		<b>15</b>

2 Applied Business - Associate of Applied Business

**Spring**

BUSA 2230G	Human Relations in Business	3
ECON 2120G	Principles of Microeconomics Honors	3
MKTG 2110	Principles of Marketing	3
Electives		6
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>61</b>

**Program Manager:** Naeim Dian

**Phone:** (505) 287-6661

**Email:** [naeim@nmsu.edu](mailto:naeim@nmsu.edu)

**Office:** Room 113, Martinez Hall, 2nd Floor