

BBA Bus Admin

Bachelor of Business Administration

Under Review | Fall 2024

Proposal Information

Status

Active

Workflow Status

In Progress

Faculty Senate Approval, Faculty Senate

expand ▲

Waiting for Approval | Faculty Senate Approval

Rick Holmes

Nancy Middlebrook

Changes

- Requirements
- participants
- Licensure Information
- Proposed Effective Term and Year
- Program Justification

Show All ▼

Proposal Information

Sponsoring faculty/staff member

Reilly White

Sponsoring faculty/staff email

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College

Anderson School of
Management

Department

Anderson School of
Management

Campus

Main Campus

Effective Term and Year

Proposed

Proposed Effective Term and Year

Fall 2024

Existing

Proposed Effective Term and Year

Fall 2023

Justification

Proposed

Program Justification

This request is intended to update the degree requirements in order to account for a change in credit value to MGMT 398, a required course. **Registrar's note: 398 goes from 1 to 3 credits which brings the program proposal to 120**

Anderson is also removing MATH 1300 from Phase I course work

Existing

Program Justification

Student-centered engagement has been shown to improve student outcomes in undergraduate programs, and first-year interventions have been shown to be crucial for later student success. The purpose of making BUSA 1110 a required First Year Business Introduction Class will be to help first-year Anderson students to build the requisite skills for success in both the business program and their future careers. The BBA program has between 24 and 38 free electives which provides flexibility to add this course as a requirement without extending degree completion.

Program Category and Level

Program Category

Program

Program Level

Undergraduate

Degree, Minor, or Certificate Name

Bachelor of Business Administration

Degree Type

Bachelor of Business Administration

Degree/Certificate Level

Undergraduate

Is this program also offered online?

Yes

Format(s)

AOP MOU

Associated Forms

Select any associated course forms that exist

Select any associated program forms that exist

Shared Credit and Dual Degree information

Interdepartmental Program

No

Catalog Information

Program Description

Anderson is well recognized for delivering first-rate educational opportunities to students. The BBA program is fully accredited through AACSB International - The Association to Advance Collegiate Schools of Business - which provides global leadership in advancing management education. Only 20 percent of the nation's top business schools have earned this prestigious designation, so you know the degree you'll earn from Anderson is of high quality - and highly regarded by the business community.

The BBA is designed for students from a wide variety of backgrounds including the liberal arts, sciences, education, law, business, and other fields. Courses in the BBA are designed to provide a solid foundation in business principles. Anderson offers a variety of career services and internship opportunities to students.

Earning a BBA General Management degree from Anderson will prepare students to run a successful, competitive company and interact with clients, employees, shareholders, etc. While in the program, students can expect to take courses in accounting, finance, organizational management, business law, ethics, marketing, and more.

Admissions Requirements

Graduation Requirements

Professional Credential/Licensure Program Information

Proposed

License/Certification associated with program

No

Existing

License/Certification associated with program

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Degree Information

Degree Hours

120

Minimum Major Hours

Professional Accrediting Bodies

Degree Requirements

Requirements

- Complete all of the following

Phase I

- Complete all of the following
 - Complete the following:
 - ENGL1120 - Composition II (3)
 - ACCT2110 - Principles of Accounting I (3)
 - BCIS1110 - Fundamentals of Information Literacy and Systems (3)
 - ECON2110 - Macroeconomic Principles (3)
 - ECON2120 - Microeconomic Principles (3)
 - BUSA1110 - Introduction to Business (3)
 - **MATH1350 - Introduction to Statistics (3)**
 - Earn at least 3 credits from the following:
 - ~~MATH1350 - Introduction to Statistics (3)~~
 - ~~MATH1300 - Statistical Literacy (3)~~

Phase II

- Complete all of the following
 - Earn at least 3 credits from the following:
 - ENGL2120 - Intermediate Composition (3)
 - ENGL2210 - Professional and Technical Communication (3)
 - Complete the following:
 - MATH1430 - Applications of Calculus I (3)
 - Earn at least 3 credits from the following:
 - **PSYC1110 - Introduction to Psychology (3)**
 - **SOCI1110 - Introduction to Sociology (3)**
 - Earn at least 3 credits from the following types of courses:
Upper-Division Humanities: an additional 3 credit hours at the 300-level or higher from: Africana Studies, American Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Philosophy or Religious Studies.
 - Earn at least 4 credits from the following types of courses:
Physical and Natural Sciences: 4 credit hours chosen from the General Education curriculum list.
 - Earn at least 3 credits from the following:
 - ~~PSYC1110 - Introduction to Psychology (3)~~
 - ~~SOCI1110 - Introduction to Sociology (3)~~
 - Earn at least 3 credits from the following types of courses:
Humanities: 3 credit hours chosen from the General Education curriculum list.
 - Earn at least 3 credits from the following types of courses:
~~Upper-Division Humanities: an additional 3 credit hours at the 300-level or higher from: Africana Studies, American Studies, Chicana and Chicano Studies, Classics, Comparative Literature, English, History, Philosophy or Religious Studies.~~
 - Earn at least 3 credits from the following types of courses:
Second Language: 3 credit hours chosen from the General Education curriculum list.
 - Earn at least 3 credits from the following types of courses:
Arts and Design: 3 credit hours chosen from the General Education curriculum list.

Management Core

- Complete the following:
 - ACCT2120 - Principles of Accounting II (3)
 - MGMT300 - Operations Management (3)

- MGMT306 - Organizational Behavior and Diversity (3)
- MGMT308 - Ethical, Political and Social Environment (3)
- MGMT310 - Legal Issues for Managers (3)
- MGMT322 - Marketing Management (3)
- MGMT326 - Financial Management (3)
- MGMT328 - International Management (3)
- MGMT398 - Strategic Career Planning (3)
- MGMT450 - Computer-Based Information Systems (3)
- MGMT498 - Strategic Management (3)
- Earn at least ~~43~~ **41** credits from the following types of courses:
 Students ~~must~~**may completechoose** requirements for a management concentration with additional free electives such that the concentration and free electives total a minimum of ~~43~~**41** credit hours. Students **who do not choose a management concentration may complete 12 credits in general management electives with additional free electives such that the general management electives and free electives total a minimum of 41 credit hours. As an alternative to free electives, students** are encouraged to complete a **second management concentration or complete** a minor outside of the Anderson School of Management**Managment**.

Grand Total Credits: 120

Concentrations

Program Concentrations

Code	Title
CON Mktg Mgmt BBA	Marketing Management
CON Acct BBA	Accounting
CON Fin BBA	Finance
CON Org Lead	Organizational Leadership
CON Entrep	Entrepreneurship
CON Hum Resour Mgmt	Human Resources Management
CON Ops Mgmt BBA	Operations Management
CON Intl Mgmt BBA	International Management
CON Film & Dig Art BBA	Film and Digital Arts
CON Mgmt Info Sys BBA	Management Information Systems

Concentration Required

Yes

Emphases

Emphasis required	Emphasis Hours
N/A	

Emphasis Rules

No Rules

Sample Degree Plan

Program Learning Outcomes

Learning Outcomes

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Goal 1 - Students will exhibit an understanding of broad business concepts and principles.

Goal 2 - Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

Goal 3 - Model business professionalism and demonstrate effective written and oral communication skills.

Learning Objective 3.1 - Students will be able to effectively communicate management concepts, plans, and decisions in oral presentations.

Learning Objective 3.2 - Students will be able to effectively communicate management concepts, plans, and decisions in written reports.

Learning Objective 3.3 - Students will demonstrate professional conduct within any team activities.