

**HCC – UNA TRANSFER PROGRAM**  
**BBA Degree in Professional Marketing**  
**2 + 2 STUDY PLAN**

HCC PROGRAM			UNA PROGRAM			Note
Course Code	Course name	Credits	Course Code	Course name	Credits	
ENGL 1301	Composition I	3	EN 111	First-Year Composition I	3	
DRAM 1351	Acting I	3	TH 210	Theatre Appreciation	3	
ENGL 1302	Composition II	3	EN 112	Survey of English Literature	3	
MATH 1324	Finite Mathematics with Applications	3	MA 110	Finite Mathematics	3	
ECON 2302	Principles of Microeconomics	3	EC 252	Principles of Microeconomics	3	
General Education Course Subtotal					15	
ACNT 1303	Introduction to Accounting I	3	AC 291	Accounting Concepts I	3	
Pre-BBA Foundation Course Subtotal					3	
BMGT 1327	Principles of Management	3	MG 330	MG 330	3	
MRKG 1311	Principles of Marketing	3	MK 360	Principles of Marketing	3	
IBUS 1354	International Marketing Management	3	MK 491	International Business	3	
BBA Core Course Subtotal					9	
MRKG 2333	Principles of Selling	3	MK 461	Personal Selling	3	
MRKG 2349	Advertising and Sales Promotion	3	MK 363	Integrated Marketing Communications	3	
Marketing Course Subtotal					6	
MRKG 2312	e-Commerce Marketing	3	MK 487	E-Marketing	3	
MRKG 1302	Principles of Retailing	3	MK 492	Retailing	3	
MRKG 2372	Consumer Behavior	3	MK 476	Consumer and Market Behavior	3	
Business Electives Course Subtotal					9	
<b>HCC - UNA Course Equivalency TOTAL</b>					<b>42</b>	
			COM 201	Fundamentals of Speech	3	1 course/semester
			PHL 205	Ethics	3	
			EN 211	Survey of English Literature	3	
			HI 101	Survey of World Civilization to 1500	3	
			HI 102	Survey of World Civilization since 1500	3	
			EC 251	Principles of Macroeconomics	3	
<b>UNA Online Course TOTAL</b>					<b>18</b>	
<b>2 YEARS AT SAIGONTECH TOTAL</b>					<b>60</b>	
			ES 131	Earth Science/Physical Geology	4	
			ES 132	Historical Geology	4	
General Education Course Subtotal					8	
			BL 240	The Legal Environment of Business	3	
			CIS 125	Business Applications of Microcomputer Software	3	
			CIS 236	Information Systems in Organizations	3	
			AC 292	Accounting Concepts II	3	
			QM 291	Statistical Process Control	3	
			QM 292	Statistical Analysis for Business	3	
Pre-BBA Foundation Subtotal					18	
			FI 393	Financial Management	3	
			MG 382 W	Managerial Communications	3	
			MG 395	Operations Management	3	
			MG 498	Strategic Management	3	
BBA Core Course Subtotal					12	
			MG 440	Applied Managerial Decision Making and Analysis	3	
			MK 476	Consumer and Market Behavior	3	
			MK 498	Marketing Management	3	
Professional Marketing Category Subtotal					9	
General Elective hours *					13	
<b>TOTAL</b>					<b>60</b>	
<b>2 YEARS AT UNA TOTAL</b>					<b>60</b>	
<b>GRAND TOTAL</b>					<b>120</b>	

\* General Elective hours: students can choose any courses in General Education Component to fulfill 13 credits

Course Schedule for 2 years at UNA	
First year, first semester	14 credits (4 courses)
First year, second semester	12 credits (4 courses)
Second year, first semester	12 credits (4 courses)
Second year, second semester	9 credits (3 courses)
Second year, third semester (General Elective hours to bring to total 120)	13 credits (4 courses)