

## Program Transfer Guide

**YWCA-Hong Kong Advanced Diploma in Business Administration**

**→ UIU Bachelor of Science (B.S.) in Marketing**

**SEPTEMBER 2013**



**UPPER IOWA UNIVERSITY**

Established in 1857®

YWCA-HK Course		Transfers as UIU Course			
Course Name	# Cr	Course Num	Course Name	# Cr	Requirement Fulfilled
<b>Diploma Requirements</b>					
Business Administrative Studies	4	---	---	3	Elective
Import & Export	3.5	---	---	3	Elective
Bookkeeping & Accounts	11	BA 201	Accounting Principles I	3	Business Core
Accounting Software Applications	2	---	---	2	Elective
I.T. Applications for Business	6.5	MIS 101	Intro to Computer Applications	3	Gen Ed Computers
Keyboarding Skills	3	<i>not accepted in transfer</i>			
Workplace English	7	<i>not accepted in transfer</i>			
English for Business Communications	4.5	---	---	3	Elective
Chinese Business Communications	2	---	---	2	Elective
Business Putonghua	3	<i>not accepted in transfer</i>			
Personal Development & Career Consultation	3	<i>not accepted in transfer</i>			
8-week Internship	27	---	---	3	Elective
<b>Advanced Diploma Requirements</b>					
Management Principles & Practices	3.5	BA 210	Management Principles	3	Business Core
Marketing Management	3.5	BA 208	Marketing Principles	3	Business Core
China Business Environment	3.5	---	---	3	Elective
Human Resources Management II	3.5	BA 361 *	Human Resources Management	3	Major
Financial Management	3.5	---	---	3	Elective
Quantitative Methods & Statistics	3.5	MATH 220	Elementary Statistics	3	Business Core
Higher Accounting	5	BA 202	Accounting Principles II	3	Elective
International English Testing System	8.5	<i>not accepted in transfer</i>			
Management Information Systems	3.5	---	---	3	Elective
Business Law	2	---	---	2	Elective
Business Putonghua	3.5	<i>not accepted in transfer</i>			
Personal Development and Career Consultation	2	<i>not accepted in transfer</i>			
5-Day Study Tour	3	<i>not accepted in transfer</i>			

Courses to be taken at Upper Iowa University

<u>UIU course</u>		<u># Cr</u>	<u>Requirement Fulfilled</u>
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities
	<i>any Gen Ed in Arts/Humanities</i>	3	Gen Ed Arts/Humanities
ENG 101	Basic Composition	3	Gen Ed Communication/Written
ENG 102	English Composition II	3	Gen Ed Communication/Written
COMM 105	Public Speaking	3	Gen Ed Communication/Oral
MATH 105	College Algebra w/ Applications	3	Gen Ed Mathematics
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science
	<i>any Gen Ed in Natural Science</i>	3	Gen Ed Natural Science
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science
	<i>any Gen Ed in Social Science</i>	3	Gen Ed Social Science
	<i>any Gen Ed in Cultures</i>	3	Gen Ed Cultures
ID 301	Critical Thinking	3	Gen Ed Critical Thinking
BA 160	Microeconomic Principles	3	Business Core
BA 161	Macroeconomic Principles	3	Business Core
BA 222	Management Information Systems	3	Business Core
BA 302	Business Law I	3	Business Core
BA 341	Corporate Financial Management	3	Business Core
BA 356	Quantitative Decisions in Business	3	Business Core
BA 225 or PHIL 202	Business Ethics  Contemporary Ethics	3	Business Core
BA 358	Consumer Behavior	3	Major
BA 451	Marketing Research	3	Major
BA 456	Marketing Cases	3	Major
ID 498	Senior Project	3	Major
1 of the following:		3	Major
BA 424 <i>Global Marketing</i>			
BA 488 <i>Economics of International Business</i>			
1 of the following:		3	Major
BA 315 <i>Sales Management</i>			
BA 317 <i>International Management</i>		BA 414 <i>New Product Development</i>	
BA337 <i>Personal Selling</i>		BA 424 <i>Global Marketing</i>	
BA 355 <i>Retailing</i>		BA 445 <i>Contemporary Topics in Mgmt</i>	
BA 363 <i>Advertising and Integrated Marketing Communications</i>		BA 459 <i>Contemporary Topics in Mktg</i>	
BA 380 <i>Marketing Management</i>		BA 488 <i>Economics of International Business</i>	
		75	

~~ NOTES ~~

\* Lower division transfer work does not contribute to the upper credit requirement at UIU

At least 6 of the credits in the shaded areas must be upper division.

Every effort has been made to ensure the accuracy and completeness of this program articulation.  
 The office of the Registrar of Upper Iowa University reserves the right  
 to make corrections, additions, and deletions as necessary.