



Fowler College of Business

Undergraduate Business  
Study Abroad Advising

## Course Articulation for WU Vienna University of Economics and Business, Austria

The course articulation list below must only be used **as a guide** to plan your courses abroad, and not a definitive list of courses abroad. **Courses abroad are not guaranteed.**

- All courses listed in **BLACK INK** have been **APPROVED**.
- **Course availability WILL LIKELY CHANGE every semester.** Before your departure, check course availability on SDSU Aztecs Abroad program brochure (under the “Academics tab”).
- **Those listed as PROPOSED in BLUE INK still need to be petitioned and are not currently approved. Approval is based on submitted course syllabus and at the discretion of the Department Chair. Course approval is NOT guaranteed.**

### Core Courses for All Majors

Course at SDSU	Course at Vienna University of Economics and Business (ECTS)
BA 323: Fundamentals of Finance	Corporate Finance
BA 360: Intro to Operations and Supply Chain Management	International Supply Chain Management I Supply Chain Management
BA 350: Management & Organizational Behavior	International Human Resource Management and Organizational Behavior I
BA 405: International Business Strategy	Advanced Strategies in CEE Corporate Strategy in International Business International Strategic Management I International Strategic Management II International Business Policy and Strategy

### Accounting Majors

ACCTG Elective	International Accounting I <a href="#">International Accounting II PROPOSE</a>
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### Finance Majors

ACCTG 325: Intermediate Managerial Accounting	Management Accounting
ACCTG 326: Intermediate Financial Accounting	International Accounting I - Financial Reporting
FIN 329: International Business Finance	International Finance
FIN/FIN Services/Real Estate Elective	International Mergers and Acquisitions Risk Management and Insurance

### Information Systems Majors

IS Elective	<p>Corporate IT (Information Structures)  <a href="#">Integration Management with SAP ECC: An Introduction to Controlling and Logistics PROPOSE</a>  <a href="#">Integration Management with SAP ECC: Implementation Project PROPOSE</a>  <a href="#">International Supply Chain Management II PROPOSE</a>                      IS Project Management                      IT Support in Project and Program Management  <a href="#">Models in Transport and Supply Chain Management PROPOSE</a>  <a href="#">Supply Chain Management PROPOSE</a></p>
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**Management Majors**

MGT 353: Creativity and Innovation	<a href="#">Cross Cultural Creativity and New Product Development PROPOSE</a>
MGT 357: Multinational Buss & Comp MGT	Foundation of International Business
MGT 358: Fundamentals of ENTRE	<p>Entrepreneurship Camp                      Entrepreneurship Camp; Learn How to Start your Own Business!                      Entrepreneurship, Innovation &amp; Opportunity</p>
MGT 444: Business Ethics & Corporate Governance	<a href="#">Ethical Issues in International Business PROPOSE</a>
MGT 475: Leadership in Organizations	<p><a href="#">Global Leadership PROPOSE</a>  <a href="#">Responsible Global Leadership – Leading Responsibly in a Globalized World PROPOSE</a></p>
MGT 466: International HRM	International HRM: Attract and Retain Global Potential
MGT/ ENTRE/HR Electives	<p>Foundations of International Business                      Future Trends in International Business  <a href="#">Gender, Diversity and the Workplace PROPOSE</a>                      Global Sustainability: Marketing perspective                      HRM in Project Oriented Organizations  <a href="#">Human Resource Management and Diversity Issues in Central and Eastern Europe PROPOSE</a>                      International Management                      International Marketing and Management I: International Management A                      International Marketing and Management I: International Management B                      Project Management                      Project Management and Project Leadership                      Sustainable Business: Managing for Tomorrow                      Sustainable Economics and Business                      International Business Strategy</p>

**Marketing Majors**

MKTG 371: Consumer & Buyer Behavior	<p>Global Consumer Behavior                      Global Marketing &amp; Consumer Behavior                      Consumer Behavior</p>
MKTG 470: Marketing Research	<p>Global Marketing Research                      Marketing Research</p>
MKTG 472: Advance Integrated Marketing Communications	Integrated Marketing with Special Focus on Digital Stakeholders
MKTG 372: Retail Marketing Methods	Retailing Marketing Strategies
MKTG 373: Integrated Marketing Communications	Global Marketing Communications
MKTG 376: Global Marketing	International Marketing and Management II: International Marketing

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	International Marketing and Management I: International Management International Marketing
MKTG 474: Business Marketing	Global Business to Business Marketing
MKTG 476: Internet/Interactive Marketing	E-business + Digital Marketing <b>must take BOTH COURSE</b> to received MKTG 476 credit
MKTG/IMC/Sales Electives	Brand Management Cross-Cultural-Communications Management: Application to Marketing & Sales Customer Relationship Management Discover tourism: current issues and challenges Global Branding Global Market Entry and Expansion Global Markets - Industry Evolution and Firm Strategy Global Media Marketing <a href="#">Information Dissemination and Communication for Services and Tourism PROPOSE</a> International Tourism - Principles and Practice Marketing in the Emerging Markets Marketing Strategies for Central and Eastern Europe Planning and Designing New Touristic Services Reputation Management: Building Global Brand Reputation <a href="#">Selected Topics in Gender Studies</a> Social Media in the Marketing Context Social Media Marketing
<b>General Education</b>	
<b>Approved SDSU GE Area</b>	<b>Course at Vienna University of Economics and Business</b>
Explorations Social & Behavioral Sciences	<a href="#">Please visit this website</a> to see the list of courses that already have been approved
Explorations Humanities	<a href="#">Please visit this website</a> to see the list of courses that already have been approved