

*Course Substitution for*  
**KEDGE, Business School, Marseille, France**  
 (All courses taught in ENGLISH)

\*\*Please note that the courses of (1) Intercultural Management; and (2) Ethics and International Management will count ONLY in one area of study. In other words, these courses DO NOT fulfill both, General Education and courses in the major. Student MUST choose to fulfill one of these two requirements.

Please note that you can only attend the **the Luminy campus**. The Joliette campus is only for Executive Education and it is not available for exchange students.

**Please note that all courses at KEDGE are only 2.5 units.** Students who participate in this program must take additional compensatory units to fulfill the required units in the major.

- All courses listed in **BLACK INK** have **ALREADY** been approved by both the College of Business and the Undergraduate Division. Those listed as **PROPOSED** in **BLUE INK** still need to be petitioned. Please see CBA Study Abroad Advisor for more details on how to petition these courses.
- Please note that students maybe place at graduate level courses. This will be fine. The bachelors degree in France is only 3 years and the 4<sup>th</sup> year, their masters' level courses, are equivalent to our 4<sup>th</sup> years in the bachelors degree. So students can take master level courses at this university instead of bachelor's courses. **Please note that students cannot BE ENROLLED IN BOTH, GRADUATE LEVEL AND UNDERGRATUE LEVEL. You can choose only one level. 4<sup>th</sup> year students can take graduate level course**
- **Course availability is subject to change every semester. Before your departure, check course availability at this university's web site.**

**PLEASE NOTE THAT KEDGE HAVE CHANGED THEIR PROGRAM OVER THE YEARS AND NO LONGER HAVE SOME OF THE COURSES LISTED BEFORE. FOR THIS REASON, WE HAVE DEVELOPED A NEW UP-TO-DATE COURSE ARTICULATION WITH THE COURSES AVAILABE DURING ACADEMIC YEAR 2019-20**

**AY 2016-17 AND AFTER**

**Core Courses for All Majors**

<b>Course at SDSU</b>	<b>Course at KEDGE Business School, Marseille</b>
BA 350: Organizational Behavior	Organizational Behavior SPRING
BA 360: Intro to Prod. & Ops. Mgt.	Operations Management SPRING Supply Chain Management SPRING Management Control and Operations FALL
BA 323: Fund. of Finance	Introduction to Finance FALL
BA 370: Marketing	Principles of Marketing FALL
MGT 405: International Business Strategy	Business Strategy FALL Corporate Strategy SPRING

**Accounting Majors**

ACCTG Elective	Comparative International Accounting FALL Comparative International Taxation FALL
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**Information Systems**

MIS 492: Management of Information	Management Information System FALL
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Systems	
MIS 380: Data Management Systems	Data Management & Information Systems (MIS) SPRING
MIS 460: Project Management	Project Management Methods SPRING
MIS Elective	European Logistics Management SPRING PROPOSE

### Finance Majors

ACCT 326: Intermediate Financial Accounting	Comparative International Accounting FALL
FIN 327: Investment	Investment and Financing Decisions FALL
FIN 329: International Business Finance	International Finance FALL
FIN/FIN Services/Real Estate Elective	Asset Portfolio Management FALL and SPRING PROPOSE Ethical Finance and SRI FALL PROPOSE Financial Analysis FALL PROPOSE Financial Management FALL International Asset Management FALL PROPOSE International Financial System FALL and SPRING PROPOSE

### Management Majors

MGT 352: Human Resource Mgt.	Human Resources and Global Context SPRING
MGT 358: Fundamentals of Entrepreneurship	Entrepreneurship SPRING
MGT 357: Multinational business and Comparative Management	Intercultural Management SPRING
MGT 475: Leadership in Organizations	Enterprise and Leadership 3 FALL
MGT/ENTRE/HR Electives	Business in Intercultural Context SPRING Business Systemic Approach FALL PROPOSE Cases in International CSR SPRING PROPOSE Chinese Culture and Business FALL PROPOSE Climate Change and Business SPRING PROPOSE Community Management FALL PROPOSE Cross Cultural Management FALL and SPRING Disability Management SPRING PROPOSE Euromediterranean Management Approach FALL European Competition Law FALL European Logistics Management SPRING Foreign Investment in China FALL PROPOSE Geopolitics and the world of Business FALL PROPOSE Globalized HRM SPRING HR and Team Management FALL HRM Policies & Practices FALL PROPOSE Inter Trade Policy & Business Strategy FALL and SPRING PROPOSE International Relations of the Environment and Sustainable Development SPRING PROPOSE International Trade FALL Introduction to International Business FALL and SPRING PROPOSE Negotiation Techniques FALL Project Management FALL and SPRING PROPOSE Strategic Business Relationship FALL PROPOSE Understanding and Preventing Organizational Corruption SPRING PROPOSE

### Marketing Majors

MKTG 371: Consumer Behavior	Consumer Behavior FALL and SPRING PROPOSE International Consumer Behavior FALL PROPOSE
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MKTG 373: Integrated Marketing Communications	Marketing Communication FALL
MKTG 376: Global Marketing	International Marketing Cases FALL International Marketing SPRING European and International Marketing FALL
MKTG 470: Marketing Research	<a href="#">Quantitative Methods FALL PROPOSE</a>
MKTG 479: Strategic Marketing MGT	Marketing Strategy and Planning FALL
MKTG/IMC/Sales Electives	Brand Management FALL and SPRING <a href="#">Brand, Cultures and Marketing Strategy SPRING PROPOSE</a> Culture, Consumption, and Marketing FALL Customer Relationship Management, Implementation and Application SPRING <a href="#">Digital Communication FALL PROPOSE</a> Digital Marketing FALL E-Business SPRING European and International Marketing FALL and SPRING Intercultural Management SPRING International Brand Management FALL and SPRING <a href="#">Luxury Fashion Mark in Global Markets FALL PROPOSE</a> Luxury Fashion Marketing in Global Markets SPRING Luxury Goods Marketing FALL Luxury Marketing Strategy Services Marketing SPRING <a href="#">Tribal Mark and Brand Communities FALL PROPOSE</a> Web Marketing

**General Education**

Foundations	<a href="#">English (History of the USA and US Constitution) FALL PROPOSE</a>  <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
Explorations Soc. & Beh. Sci.	Cross Cultural Management FALL and SPRING  <a href="#">Please visit this website</a> to see the list of courses that already have been approved

Last revised on July 9, 2019

**COURSES AVAILABLE BEFORE AY 2019-20. SOME COURSES MYABE THE SAME BUT MANY OTHER NO LONGER ARE AVAILABLE SO PLEASE JUST PLAN TO TAKE FROM NOW ON ONLY COURSES LISTED IN THE CURRENT YEAR.**

**Core Courses for All Majors**

<b>Course at SDSU</b>	<b>Course at KEDGE Business School, Marseille</b>
BA 300: Ethical Decision Making in Business (1 unit)	Ethics and International Management** SPRING (this is a 2.5 unit course) additional units can be used for unit deficiency in other courses. For MGT students, this course would fulfill either BA 300 or MGT 356 but not both requirements.
BA 360: Intro to Prod. & Ops. Mgt.	Production and Operations Management FALL Management Control and Operations
BA 323: Fund. of Finance	Finance or Fundamentals of Finance
BA 370: Marketing	Marketing, FALL and SPRING or Marketing Management

	E-Marketing SPRING
MGT 405: International Business Strategy	Global Strategy or Strategy or International Management in the Global Context or

### Management Majors

MGT 352: Human Resource Mgt.	International Human Resources Management or Human Resources Management Globalized Human Resource Management
MGT 444: Business Ethics & Corporate Governance (Formerly MGT 356)	Ethics and International Management** SPRING Corporate Social Responsibility, FALL
MGT 353: Creativity and Innovation	Innovation and Entrepreneurship
MGT 357: Multinational business and Comparative Management	International Business FALL
MGT 455: Social Entrepreneurship	Social Entrepreneurship
MGT/ENTRE/HR Electives	Global Business Approach & Business Knowledge FALL Management Applied to Regional Industries SPRING

### Marketing Majors

MKTG/IMC/Sales Electives	Brand Communication Brand Management Branding Strategies for Sustained Growth Business to Business Marketing Buying and Selling in the Mediterranean Culture, Consumption, and Marketing Customer Relationship Management Digital Markets, Social Innovations and Marketing European and International Marketing FALL and SPRING Industrial Marketing International Brand Management Jewelry Marketing Luxury Goods and Cosmetic Marketing Luxury Marketing FALL Marketing Decision Making Marketing Management Purchasing Marketing Sensory Marketing Services Marketing Tribal Marketing
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### General Education

Foundations	<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
Explorations Social and Behavioral Science	<a href="#">Please visit this website</a> to see the list of courses that already have been approved

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