



Course Articulation for KEDGE Business School, Bordeaux, France

(All courses taught in ENGLISH)

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.**
- **ALL courses are 2.5 UNITS unless noted.** Students who participate in this program must take additional compensatory units to fulfill the required units in the major.
- This is an ideal program for General Business students in their second semester of upper division.

Core Courses for All Majors

Course at SDSU	Course at KEDGE Business School, Bordeaux
BA 360: Intro to Prod. & Ops. Mgt.	Supply chain management SPRING
MGT 405: International Business Strategy	Corporate strategy SPRING

Accounting Majors

ACCTG Elective	Management Accounting FALL
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Information Systems

MIS 492: Management of Information Systems	Management Information systems FALL
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Finance Majors

FIN/FIN Services/Real Estate Elective	Financial Management FALL Applied Financial Case Studies SPRING
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Management Majors

MGT 352: Human Resource Mgt.	HR & Team management FALL
MGT 475: Leadership in Organizations	Enterprise & Leadership FALL
MGT/ENTRE/HR Electives	Negotiation Technics FALL Management Applied to Regional Industries SPRING Globalized HRM SPRING

Marketing Majors

MKTG 376: Global Marketing	International Marketing SPRING
MKTG/IMC/SALES Electives	Cultural Brand Strategy Sensory Marketing

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	Sustainable Marketing Luxury in Asia Brand Portfolio Management Luxury Marketing 1: The World of Luxury Luxury Marketing 2: Experiential Luxury Consumer culture
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General Education

Foundations	Please visit this website to see the list of courses that already have been approved
Explorations – Humanities	Please visit this website to see the list of courses that already have been approved
Explorations – Social and Behavioral Sciences	Please visit this website to see the list of courses that already have been approved

Third- and fourth- year students may also enroll in the following graduate courses (Information as of Summer 2020)

- Course availability is subject to change every semester. Before your departure, check course availability at this university's web site.
<https://student.kedge.edu/exchange-programmes/academic-information/bordeaux-academic-information>
- Students willing to take 2 courses in one cycle must make sure to take: - Cycles 1, 2, 4, 5, 7, 8: 1 morning class + 1 afternoon class or 1 morning class + 1 evening class or 1 afternoon class + 1 evening class in the same cycle so that the timetables do not overlap - Cycles 3, 6: 1 course per week with a limit of 2 courses (example: 1 course in Week 1 + 1 course in Week 2, or 1 course in Week 1 + 1 course in Week 4, etc.)
- Course syllabi: www.campusvirtuel.net > select the English flag at the top right hand corner > do not log in, instead click on: "Net Syllabus (Public Access)" to the left > Select the academic year and the semester; School: Bordeaux; Training: Exchanges; Level: Exchanges Bachelor or Master or Bachelor & Master.
- 1 Cycle = 4 Weeks = possibility to take 1 or 2 courses per cycle 1 course = 5 ECTS credits = 2.5 SDSU units = 30 hours (Management courses)

FALL SEMESTER			
Class Timing	Course	Course Code	Concentration
Cycle 1: Mid-September to mid-October (final exam included)			
Morning	Cross cultural management (HR and CM conseillé M1)	PGE-M5-HRM-002-E-L-BOD #1	HRM
Morning	International Business Environment (ACHATS conseillé M1)	PGE-M5-MKT-608-E-L-BOD #1	MKTG
Morning	Wine Marketing	PGE-M5-MKT-615-E-L-BOD #1	MKTG
Afternoon	Decision making and decision analysis (S.CHAIN conseillé M1)	PGE-M5-MGT-612-E-L-BOD #1	MGNT
Evening	Cross cultural management (HR and CM conseillé M)	PGE-M5-HRM-002-E-L-BOD #1	HRM
Evening	FinTech and Digital Banking (FINANCE)	PGE-M5-FIN-616-E-L-BOD #1	FINANCE

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	conseillé M1)		
Evening	States & Corporations in the World Economy	PGE-M5-ECO-604-E-L-BOD #1	ECON
Evening	Corporate strategy	PGE-M5-STR-616-E-L-BOD #1	MGNT
Cycle 2: mid-October to mid-November (final exam included)			
Morning	Lean management	PGE-M5-OPS-622-E-L-BOD #2	Schain & Op
Afternoon	Leadership (HR and CM requis M1)	PGE-M5-HRM-001-E-L-BOD #2	HRM
Afternoon	Consumer culture (MARKETING requis M1)	PGE-M5-MKT-002-E-L-BOD #2	MKTG
Afternoon	Luxury Marketing	PGE-M5-MKT-610-E-L-BOD #2	MKTG
Evening	Emerging market multinationals	PGE-M5-STR-615-E-L-BOD #2	MGNT
Cycle 3: mid-November to mid-December (final exam included)			
Morning	Family Business	PGE-M5-MGT-613-E-L-BOD #3	MGNT
Morning	International Financial System	PGE-M5-FIN-009-E-L-BOD #3	FINANCE
Afternoon	HRM practices & policies (HR and CM requis M1)	PGE-M5-HRM-603-E-L-BOD #3	HRM
Afternoon	Consumer culture (MARKETING requis M1)	PGE-M5-MKT-002-E-L-BOD #3	MKTG
Afternoon	Luxury marketing	PGE-M5-MKT-610-E-L-BOD #3	MKTG
Evening	Financial markets (microstructure) (FINANCE conseillé M1)	PGE-M5-FIN-603-E-L-BOD #3	HRM
Evening	Retail Strategies	PGE-M5-MKT-609-E-L-BOD #3	MKTG
Evening	From data to decision-making (Quantitative Research)	PGE-M5-MIS-619-E-L-BOD #3	FINANCE
Evening	Business CSR & International Development	PGE-M5-MKT-616-E-L-BOD #3	MKTG

SPRING and SUMMER SEMESTER			
Class Timing	Course	Course Code	Concentration
Cycle 4: mid-January to early February (final exam included)			
Morning	Consumer behavior (MARKETING requis M1)	PGE-M5-MKT-001-E-L-BOD #4	MKTG
Morning	Cross cultural management (HR and CM conseillé M1)	PGE-M5-HRM-002-E-L-BOD #4	HRM
Morning	HRM practices & policies (HR and CM requis M1)	PGE-M5-HRM-603-E-L-BOD #4	HRM
Morning	Wine Marketing	PGE-M5-MKT-615-E-L-BOD #4	MKTG
Afternoon	Decision making and decision analysis (S.CHAIN conseillé M1)	PGE-M5-MGT-612-E-L-BOD #4	MGNT
Afternoon	HRM practices & policies (HR and CM requis M1)	PGE-M5-HRM-603-E-L-BOD #4	HRM
Afternoon	Supply chain management (SUPPLY CHAIN requis M1)	PGE-M5-OPS-602-E-L-BOD #4	Schain & Op
Afternoon	Global Logistical Functions	PGE-M5-OPS-619-E-L-BOD #4	Schain & Op
Afternoon	Luxury Marketing	PGE-M5-MKT-610-E-L-BOD #4	MKTG
Cycle 5: early-February to early-March (final exam included)			
Morning	Cross cultural management (HR and CM conseillé M1)	PGE-M5-HRM-002-E-L-BOD #5	HRM

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Morning	Consulting in process management (S.CHAIN conseillé M1)	PGE-M5-OPS-607-E-L-BOD #5	Schain & Op
Afternoon	Consulting in process management (S.CHAIN conseillé M1)	PGE-M5-OPS-607-E-L-BOD #5	Schain & Op
Afternoon	Leadership (HR and CM requis M1)	PGE-M5-HRM-001-E-L-BOD #5	HRM
Afternoon	Cross cultural management (HR and CM conseillé M1)	PGE-M5-HRM-002-E-L-BOD #5	HRM
Afternoon	Supply chain simulation (SUPPLY CHAIN requis M1)	PGE-M5-OPS-601-E-L-BOD #5	Schain & Op
Afternoon	Brand management (MARKETING requis M1)	PGE-M5-MKT-003-E-L-BOD #5	MKTG
Afternoon	Luxury Marketing	PGE-M5-MKT-610-E-L-BOD #5	MKTG
Afternoon	Supply chain planning tools	PGE-M5-OPS-623-E-L-BOD #5	Schain & Op
Evening	Supply chain simulation (SUPPLY CHAIN requis M1)	PGE-M5-OPS-601-E-L-BOD #5	Schain & Op
Evening	Brand management (MARKETING requis M1)	PGE-M5-MKT-003-E-L-BOD #5	MKTG
Cycle 6: early-March to end of March (final exam included)			
Morning	New business models and cloud computing (DIGITAL MGT conseillé M1)	PGE-M5-MIS-604-E-L-BOD #6	MIS
Morning	Qualitative Marketing Research	PGE-M5-MKT-613-E-L-BOD #6	MKTG
Afternoon	International mobility and career development	PGE-M5-HRM-008-E-L-BOD #6	HRM
Evening	Ethical Finance and ISR (FINANCE conseillé M1)	PGE-M5-FIN-006-E-L-BOD #6	FINANCE
Evening	Sustainable marketing (MARKETING conseillé M1)	PGE-M5-MKT-005-E-L-BOD #6	MKTG
Cycle 7: early-April to end of April (final exam included)			
Morning	Corporate strategy	PGE-M5-STR-616-E-L-BOD #7	MGNT
Morning	Business CSR & International Development	PGE-M5-MKT-616-E-L-BOD #7	MKTG
Afternoon	Services marketing (MARKETING conseillé M1)	PGE-M5-MKT-004-E-L-BOD #7	MKTG
Afternoon	Supply chain management (SUPPLY CHAIN requis M1)	PGE-M5-OPS-602-E-L-BOD #7	Schain & Op
Afternoon	Business CSR & International Development	PGE-M5-MKT-616-E-L-BOD #7	MKTG
Cycle 8: mid-May to early June (final exam included)			
Morning	Consumer behavior (MARKETING requis M1)	PGE-M5-MKT-001-E-L-BOD #8	MKTG
Morning	International Business Environment (ACHATS conseillé M1)	PGE-M5-MKT-608-E-L-BOD #8	MKTG
Morning	Corporate governance	PGE-M5-MGT-617-E-L-BOD #8	MGNT
Evening	Financial markets (microstructure) (FINANCE conseillé M1)	PGE-M5-FIN-603-E-L-BOD #8	FINANCE
Evening	States & Corporations in the World Economy	PGE-M5-ECO-604-E-L-BOD #8	ECON

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