

Course Substitution for
(PSB) Paris School of Business, France
 (All courses taught in English)
FALL SEMESTER

- All courses listed in BLACK INK have ALREADY been approved by both the College of Business and by the Undergraduate Division. Those listed as PROPOSED in BLUE INK still need to be petitioned. Please see a CBA Study Abroad Advisor for more details on how to petition these courses

Select a Track and/or elective courses you want to undertake. **(YOU CANNOT MIX TRACKS)**

PLEASE NOTE THAT **PSB GRANDE ECOLE PROGRAM IS NOT A GOOD ACADEMIC MATCH FOR SDSU BUSINESS STUDENTS.** Hence, your only option is the PSB International BBA Program below:

PSB INTERNATIONAL BBA PROGRAM

The International Bachelor of Business Administration (BBA) degree is the ideal way to become familiar with the world of business, while making the most of life in Paris! The BBA allows you to specialize your study abroad semester in Management, Marketing, Luxury, Finance with the option to complete a Certificate of Business or remain global by undertaking between 6 to 30 ECTS per semester.

Select a Track and/or elective courses you want to undertake.

Courses SDSU	Track MNT Courses PSB	Units
BA 360: Intro to Prod. & Ops. Mgt.	Principles of Operation Management	2.5
MGT 352: Human Resource Management	Human Resources Management	2.5
MGT/ENTRE/HR Elective	Project Management	2.5

(1) *Students undertaking and passing the above three units and 2 electives can graduate PSB Certificate of Business in Management.*

Course SDSU	Track MKG Courses PSB	Units
MKTG Elective	Web Marketing or Strategic Marketing	2.5
MKTG 376: Global Marketing	International Marketing	2.5
MKTG 371: Consumer & Buyer Behavior	Consumer Behavior	2.5
MKT Elective	Principles of Advertising	2.5

(2) *Students undertaking and passing at least three units and 2 electives can graduate PSB Certificate of Business in Marketing.*

Courses SDSU	Track LUX Courses PSD	Units
MKTG/IMC/PSSS/ Elective	History of Luxury	2.5
MKTG/IMC/PSSM/ Elective	Fundamentals of the Luxury Industry	2.5
MKTG/IMC/PSSM/ Elective	Luxury Merchandising	2.5
MKTG/IMC/PSSM/ Elective	Advertising 2	2.5

(3) Students undertaking and passing at least three of the above units and 2 electives can graduate PSB Certificate of Business in Luxury Management.

Course SDSU	Track (4) Course	Units
Finance 327: Investments	Principle of Investments	2.5
Finance Elective	Financial Markets NO LONGER AVAILABLE	2.5

(4) Students undertaking and passing the above three units and 2 electives can graduate PSB Certificate of Business in Finance.

Electives

SDSU Courses	PSB courses	Units
BA 370: Marketing	Principles of Marketing	2.5
MGT Elective or MKTG/IMC/PSSM/ Elective	Creative and Design Thinking	2.5
MGT 358: Fundamentals of Entrepreneurship	Entrepreneurship	2.5
BA 350: Management & Organizational	Organizational Behavior	2.5
MGT/ENTRE/HR Elective	Doing Business in Europe Economics of Innovation Principle of Management PROPOSE	2.5 2.5 2.5
Finance Elective	Financing New Ventures	2.5
MKTG/IMC/PSSM/ Elective	Advanced Marketing	2.5
Explorations Social and Behavioral Science	Economics of innovation PROPOSE International relations PROPOSE Intercultural communication	2.5 2.5 2.5
Foundations Humanities	French Beginner PROPOSE	2.5
Explorations Humanities	French Intermediate PROPOSE	2.5

Last revised on: Friday, June 14, 2019