

## Course Substitution for *Paris School of Business, Paris* (All Courses taught in English)

- 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.
- Select a Track and courses you want to undertake within this track. **(YOU CANNOT MIX TRACKS)**
- PLEASE NOTE THAT PSB GRANDE ECOLE PROGRAM IS NOT A GOOD ACADEMIC MATCH FOR SDSU BUSINESS STUDENTS. Hence, you only option is the PSB International BBA Program below.
- Students can select between 2.5 to 15 units per semester within one single track.
- Allocation to track and courses will be done based on student completion of prerequisites & availabilities

### Spring Semesters

SDSU Course	Track FIN & ACC PSB Course	Units
FIN 329: International Finance	International Finance	2.5
Finance Elective	Financial Reporting and Regulations	2.5
Finance Elective	Portfolio Management	2.5
Finance Elective	Financing New Ventures	2.5

SDSU Course	Track MKG PSB Course	Units
MKTG 470: Marketing Research	Marketing Research	2.5
MKTG/IMC/Sales Electives	Marketing Planning & Strategy	2.5
MKTG/IMC/Sales Electives	Marketing of services	2.5

SDSU Course	Track MGT PSB Course	Units
MGT/ENTRE/HR Elective	Business Consulting	2.5
BA 405: International Business Strategy	International Strategic Management	2.5
MGT 353: Creativity and Innovation	Management of Change and Innovation or Innovation Management	2.5
MGT/ENTRE/HR Elective	Sales and Negotiation	2.5

SDSU Courses	Track Luxury Brand Management PSB	Units
MKTG/IMC/Sales Electives	CRM in the Luxury Industry	2.5
MKTG/IMC/Sales Electives	The Geopolitics of Luxury	2.5
MKTG/IMC/Sales Electives	Luxury Brand Management	2.5
MKTG/IMC/Sales Electives	Sales techniques for Luxury Brands	2.5

### Electives

SDSU Course	PSB Course	Units
MGT/ENT/HR Elective	Principles of Management PROPOSE	2.5
BA 323: Fundamentals of Finance a	Principles of Corporate Finance	2.5

MGT 357: Multinational business and Comparative Management	International Business	2.5
MGT 444: Business Ethics & Corporate Governance	Business Ethics & Corporate Social Responsibility	2.5
MGT/ENTRE/HR Elective	Management	2.5
FIN/Fin Services/Real Estate Elective	Global Risk Management	2.5
BA 405: International Business Strategy	Strategic Management	2.5
MIS Elective	Digital Business	2.5
MIS Elective	Business Data Management	2.5
MIS Elective	Business Intelligence	2.5
Exploration Social and Behavioral Sciences	Geopolitics PROPOSE	2.5
Exploration Social and Behavioral Sciences	Intercultural Communication	2.5
RWS 290: Business Communication	Communication skills	2.5
Explorations Social & Behavioral Sciences	Doing Business in Europe PROPOSE	2.5
Explorations Social & Behavioral Sciences	Computers for Business PROPOSE	2.5
Foundations Humanity	French Beginner PROPOSE	2.5
Explorations Humanity	French Intermediate PROPOSE	2.5

For more details:

<https://www.psb.edu.paris/en/programs/exchange-program>

[https://www.psb.edu.paris/sites/default/files/psb\\_exchange\\_program\\_spring\\_19\\_english\\_course\\_catalogue.pdf](https://www.psb.edu.paris/sites/default/files/psb_exchange_program_spring_19_english_course_catalogue.pdf)

Last Revised: Wednesday, July 10, 2019

## Spring semester before 2019

### PSB INTERNATIONAL BBA PROGRAM

The BBA allows you to specialize your study abroad semester in different fields (Management, Marketing, Luxury, Finance)

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

SDSU Course	Track (1) PSB Course	Credits
MGT 358: Fundamentals of	Entrepreneurship	2.5
MGT 405: International Business Strategy	International Strategic Management	2.5
MGT 353: Creativity and Innovation	Management of Change and Innovation	2.5
MGT/ENTRE/HR Elective	Business Intelligence	2.5

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

SDSU Course	Track MKG PSB Course	Credits
MKTG 470: Marketing Research	Marketing Research	2.5
MKTG/IMC/Sales Electives	Marketing Planning & Strategy	2.5
MKTG/IMC/Sales Electives	Marketing of services	2.5

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

SDSU Courses	Track (3) PSB Course	Credits
MKTG/IMC/Sales Electives	CRM in the Luxury Industry	2.5
MKTG/IMC/Sales Electives	Origins & Trends of Luxury	2.5
MKTG/IMC/Sales Electives	The Geopolitics of the Luxury Industry	2.5
MKTG/IMC/Sales Electives	Luxury Brand Management	2.5
MKTG/IMC/Sales Electives	Sales techniques for Luxury Brands	2.5

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

SDSU Course	Track (4) PSB Course	Units
Finance Elective	Financial Markets PROPOSE	3
Finance Elective	Portfolio Management PROPOSE	3
Finance Elective	Advance Financial Analysis PROPOSE	3
Finance Elective	Security Transactions and Tools PROPOSE	3
Finance Elective	Risk Management PROPOSE	3

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

SDSU Course	Track FIN/ACC PSB Course	Units
FIN 329: International Finance	International Finance	2.5
Finance Elective	Financial Reporting and Regulations PROPOSE	2.5
Finance Elective	Portfolio Management PROPOSE	2.5

### **ELECTIVES**

SDSU Course	PSB Course	Units
MGT 357: Multinational business and	International Business	2.5
Exploration Social and Behavioral Sciences	Geopolitics PROPOSE	2.5
MGT/ENTRE/HR Elective	Global Risk Management	2.5
MGT/ENTRE/HR Elective	Economics of Innovation PROPOSE	2.5
MATH 120 or MATH 150: Calculus for Business	Basic Calculus	2.5
MIS Elective	Digital Business PROPOSE	2.5
BA 323: Fundamentals of Finance a	Principles of Corporate Finance	2.5
FIN Elective	Financing new ventures	2.5
Exploration Social and Behavioral Sciences	Intercultural Communication	2.5
RWS 290: Business Communication	Communication skills	2.5
BA 405: International Business Strategy	Business strategy	2.5
MGT/ENTRE/HR Elective	Management	2.5
MGT 444: Business Ethics & Corporate Governance	Business Ethics & Corporate Social Responsibility	2.5

Foundations Social and Behavioral Sciences	Sociology PROPOSE	2.5
Foundations Social and Behavioral Sciences	Critical Thinking PROPOSE	2.5
FIN 240: Legal Environment of Business	Business Law PROPOSE	2.5
Foundations Humanity	French Beginner PROPOSE	2.5
Explorations Humanity	French Intermediate PROPOSE	2.5

Last Revised: Wednesday, July 10, 2019