

Course Substitution for
ESCE International Business School, Paris
 (All courses taught in English)

- 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
- **Course availability is subject to change every semester. Before your departure, check course availability at this university's web site.**
- **PLEASE NOTE THAT ALL COURSE ARE 2 UNITS UNLESS NOTED**
- **THESE ARE NEW COURSES STARTING FALL 2018**

Core Courses for All Majors

Course at SDSU	Course at ESCE University
BA 360: Intro to Operations Management	Operations Management - FALL & SPRING or

Finance Majors

FIN 327: Investments	Investments FALL & SPRING
FIN 326: Financial Institutions Management	Money and Banking FALL & SPRING
FIN 427: Derivatives and Financial Risk Management	Financial Derivatives FALL & SPRING
	Elements of financial analysis and control FALL & SPRING Advanced Corporate Finance FALL & SPRING Fixed Income Securities FALL & SPRING Financial Business Simulation

Management Majors

MGT 352: Human Resource Mgt.	Managing People and Performance FALL & SPRING
MGT 353: Creativity and Innovation	Corporate Entrepreneurship & Innovation FALL & SPRING
MGT 355: International ENTRE	International Entrepreneurship FALL & SPRING
MGT 358: Fundamentals of ENTRE	Entrepreneurial Strategy & Growth
MGT 444: Business Ethics & Corporate Governance	Corporate Social Responsibility – FALL & SPRING
MGT 455: Social Entrepreneurship	Sustainable & Social Entrepreneurship FALL & SPRING
MGT 466: International HR Management	Managing International Mobility
MGT/ENTRE Elective	Cross border business planning Export management workshop Geopolitical changes and international business Insight into export management International Export Project Management International Trade and Globalization International Trade Practices

	Inventory Management Market selection Novel organizations Designs Procurement & Sourcing Management I Transportation & Distribution Management Warehouse Logistics & Facility design
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Marketing Majors

MKTG 373: Integrated Marketing Communications	Integrated Marketing Communications FALL & SPRING
MKTG 376: Global Marketing	Global Marketing FALL & SPRING
MKTG 476: Internet/Interactive Marketing	Customer Relationship Management
MKTG/IMC Electives	Strategic Brand Management - FALL & SPRING Product Management & Agile Marketing FALL & SPRING Digital Marketing FALL & SPRING Professional Profiles in Communication FALL & SPRING

General Education

Approved SDSU GE Area	Course at ESCE University
Explorations Humanities	French Civilization - FALL & SPRING
Explorations Social & Behavioral Sciences	Current Economic Issues - FALL & SPRING Inter-Cultural Persuasive Communication PROPOSE

Last revised on July 27, 2018

PLEASE NOTE THAT THIS COURSES WERE OFFERED IN THE PAST, BEFORE FALL 2018. THEY MAY BE OFFERED AGAIN BUT MOST LIKELY THEY WILL NOT

Core Courses for All Majors

Course at SDSU	Course at ESCE University
BA 323: Fundamentals of Finance	EE International Corporate Finance - FALL
BA 360: Intro to Operations Management	Operations Management - FALL & SPRING or Supply Chain Management - FALL

Finance Majors

FIN 327: Investments	International Financial Markets
FIN 421: Portfolio MGT and Security Analysis	Portfolio and Bond Management

Information Systems Majors

MIS Electives/ Students may take these two courses for ONE MIS elective	Purchasing Management - FALL & SPRING Quality Management Improvements Approach - FALL
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Management Majors

MGT 352: Human Resource Mgt.	Managing People - FALL & SPRING Managing People and Performance
MGT 357: Multinational Business and Comparative Management	EE_International Business Practices – FALL & SPRING
MGT 358: Fundamentals of Entrepreneurship	Entrepreneurship – SPRING
MGT 444: Business Ethics & Corporate Governance (Formerly MGT 356)	Corporate Governance – FALL & SPRING or Corporate Social Responsibility – FALL & SPRING

MGT 466: International Human Resource Management	Managing International Mobility and strategic Issues
MGT 467: Diversity Issues	Managing Diversity - FALL
MGT/ENTRE Elective	Management of Organizations – SPRING (1 unit) EE_European Lobbying - FALL & SPRING International Contract Negotiation - FALL & SPRING Set-up and Management of International Projects - FALL & SPRING Managing Across Borders - FALL & SPRING Navigating Change – FALL Developing Potential – FALL Corporate Strategy
Entrepreneurship Elective	Entrepreneurial marketing - FALL

Marketing Majors

MKTG 371: Consumer & Buyer Behavior	Consumer Behavior & Marketing Research - FALL & SPRING
MKTG 470: Marketing Research	Advanced Market research and marketing plan - FALL
MKTG 373: Integrated Marketing Communications	Advanced Communication Strategies – FALL Integrated Marketing Communications
MKTG 376: Global Marketing	International Market Entry & Development Strategies – FALL
MKTG 377: Selling Strategies	Developing Business & Sales Internationally - FALL
MKTG 476: Internet/Interactive Marketing	Digital Marketing and Customer Relationship Management - FALL & SPRING Customer Relationship Management Digital Marketing and Project Management
MKTG/IMC Electives	Strategic Brand Management - FALL & SPRING International Purchasing Strategies and Practices – FALL Product Management – FALL Sectorial Marketing – FALL Entrepreneurial marketing – FALL Sensorial Marketing Marketing Approach (1 unit) Digital Marketing and Project Management Marketing Strategies for the 21 st Century

General Education

Approved SDSU GE Area	Course at ESCE University
Explorations Humanities	EE_French Civilization - FALL & SPRING
Explorations Social & Behavioral Sciences	Current Economic Issues - FALL & SPRING