### Course Substitution for

**Vienna University of Economics and Business, Austria**

(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.

### Core Courses for All Majors

<table>
<thead>
<tr>
<th>Course at SDSU</th>
<th>Course at Vienna University of Economics and Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 323: Fundamentals of Finance</td>
<td>Corporate Finance</td>
</tr>
</tbody>
</table>
| BA 360: Intro to Operations and Supply Chain Management | International Supply Chain Management I  
Supply Chain Management                              |
| BA 350: Management & Organizational Behavior        | International Human Resource Management and Organizational Behavior I                   |
| BA 405: International Business Strategy            | Advanced Strategies in CEE  
Corporate Strategy in International Business  
International Strategic Management I  
International Strategic Management II  
International Business Policy and Strategy             |

### Accounting Majors

| Accountant Elective                               | International Accounting I  
International Accounting II PROPOSE |

### Finance Majors

| ACCTG 325: Intermediate Managerial Accounting  | Management Accounting |
| FIN 329: International Business Finance        | International Finance |
| FIN Electives                                  | International Mergers and Acquisitions  
Risk Management and Insurance |

### Information Systems Majors

| IS Elective                                      | Corporate IT (Information Structures)  
Integration Management with SAP ECC: An Introduction to Controlling and Logistics PROPOSE  
Integration Management with SAP ECC: Implementation Project PROPOSE  
International Supply Chain Management II PROPOSE  
IS Project Management  
IT Support in Project and Program Management  
Models in Transport and Supply Chain Management PROPOSE  
Supply Chain Management PROPOSE |

### Management Majors

<p>| MGT 353: Creativity and Innovation              | Cross Cultural Creativity and New Product Development PROPOSE |</p>
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Elective Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 357</td>
<td>Multinational Buss &amp; Comp MGT</td>
<td>Foundation of International Business</td>
</tr>
<tr>
<td>MGT 358</td>
<td>Fundamentals of ENTRE</td>
<td>Entrepreneurship Camp</td>
</tr>
<tr>
<td>MGT 444</td>
<td>Business Ethics &amp; Corporate Governance</td>
<td>Ethical Issues in International Business PROPOSE</td>
</tr>
<tr>
<td>MGT 475</td>
<td>Leadership in Organizations</td>
<td>Global Leadership PROPOSE</td>
</tr>
<tr>
<td>MGT 466</td>
<td>International HRM</td>
<td>International HRM: Attract and Retain Global Potential</td>
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</tbody>
</table>
| MGT/ENTRE Electives | Foundations of International Business  
Future Trends in International Business  
Global Sustainability: Marketing perspective  
HRM in Project Oriented Organizations  
International Management  
International Marketing and Management I: International Management A  
International Marketing and Management I: International Management B  
Project Management  
Project Management and Project Leadership  
Sustainable Business: Managing for Tomorrow  
Sustainable Economics and Business  
HR Electives | Gender, Diversity and the Workplace PROPOSE  
Human Resource Management and Diversity Issues in Central and Eastern Europe PROPOSE |
| Marketing Majors |                                                                                  |                                                                                |
| MKTG 371    | Consumer & Buyer Behavior                                                     | Global Consumer Behavior                                                          |
| MKTG 470    | Marketing Research                                                            | Global Marketing Research                                                         |
| MKTG 472    | Advance Integrated Marketing Communications                                   | Integrated Marketing with Special Focus on Digital Stakeholders                   |
| MKTG 372    | Retail Marketing Methods                                                       | Retailing Marketing Strategies                                                    |
| MKTG 373    | Integrated Marketing Communications                                           | Global Marketing Communications                                                  |
| MKTG 376    | Global Marketing                                                              | International Marketing and Management II: International Marketing  
International Marketing and Management I: International Management  
International Marketing  |
| MKTG 474    | Business Marketing                                                            | Global Business to Business Marketing                                             |
| MKTG 476    | Internet/Interactive Marketing                                                | E-business + Digital Marketing **must take BOTH COURSE to received MKTG 476 credit** |
| MKTG Elective |                                                                               | Brand Management  
Cross-Cultural-Communications Management: Application to Marketing & Sales  
Customer Relationship Management  
Discover tourism: current issues and challenges  
Global Branding  
Global Market Entry and Expansion  
Global Markets - Industry Evolution and Firm Strategy  
Global Media Marketing  
International Tourism - Principles and Practice  
Marketing in the Emerging Markets  
Marketing Strategies for Central and Eastern Europe |
### Planning and Designing New Touristic Services
- Reputation Management: Building Global Brand Reputation
- Selected Topics in Gender Studies
- Social Media Marketing

### IMC Electives
- Brand Management
- Cross-Cultural-Communications Management: Application to Marketing & Sales
- Global Branding
- Information Dissemination and Communication for Services and Tourism PROPOSE
- Social Media in the Marketing Context
- Social Media Marketing

### General Education

#### Approved SDSU GE Area
- Course at Vienna University of Economics and Business

<table>
<thead>
<tr>
<th>Explorations Social &amp; Behavioral Sciences</th>
<th>CEE Countries</th>
<th>Economies of East Asia – Government, Businesses and Society, Cultural diversity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Environmental Change and Policy I</td>
<td>European Integration: EU Common Policies</td>
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<tr>
<td></td>
<td>Gender Relations and Economics, Cultural diversity</td>
<td>Globalization and Multi-Level Policy I</td>
</tr>
<tr>
<td></td>
<td>Globalization and Social Policy I</td>
<td>International Trade: Theory and Policy</td>
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<tr>
<td></td>
<td>Macroeconomic Issues in CEE Countries</td>
<td>Monetary Policy in the US and the EU – with a special focus on the Financial Crisis and the Great Recession</td>
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<td></td>
<td>Social Policy</td>
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Last revised on May 8, 2018