Course Substitution for 
IE University, Madrid, Spain  
(All courses taught in English)

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

- PLEASE NOTE THAT ALL courses are 3 UNITS unless noted.

PLEASE NOTE THAT STUDENTS CAN TAKE A MAXIMUM OF SIX UNITS OF LOWER DIVISION

Lower Division course for All Majors

<table>
<thead>
<tr>
<th>Course at SDSU</th>
<th>Course at ie University</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 101 : Principles of Economics (Macro)</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>ECON 102 : Principles of Economics (Micro)</td>
<td>Microeconomics</td>
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<tr>
<td>STAT 119 Elementary Statistics for Business</td>
<td>Statistics</td>
</tr>
<tr>
<td>MATH 120 : Calculus for Business Analysis</td>
<td>Mathematics I – 1.5 Units</td>
</tr>
<tr>
<td>ACCTG 201 : Financial Accounting</td>
<td>Financial Accounting</td>
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<tr>
<td>ACCTG 202 : Managerial Accounting</td>
<td>Cost Accounting</td>
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<tr>
<td>FIN 240 : Legal Environment of Business</td>
<td>Business Law I</td>
</tr>
</tbody>
</table>

Core Courses for All Majors

<table>
<thead>
<tr>
<th>Course at SDSU</th>
<th>Course at ie University</th>
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<tbody>
<tr>
<td>BA 300: Ethical Decision Making in Business</td>
<td>Ethics (IE Module) – International relations - 1.5 units</td>
</tr>
<tr>
<td>BA 323: Fundamentals of Finance</td>
<td>Finance I (Lower Division)</td>
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<tr>
<td>BA 360: Introduction to Operations &amp; Supply Chain Management</td>
<td>Production and Operations Management</td>
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<tr>
<td>BA 370: Marketing</td>
<td>Introduction to Marketing –(Lower Division)</td>
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<tr>
<td>BA 405: International Business Strategy and Integration</td>
<td>International Strategy</td>
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<td></td>
<td>Strategic Management</td>
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Finance Majors

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<thead>
<tr>
<th>Course at SDSU</th>
<th>Course at ie University</th>
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<tbody>
<tr>
<td>FIN 327: Investments</td>
<td>Investment Analysis and Portfolio Management or Finance II</td>
</tr>
<tr>
<td>FIN 329: International Business FIN</td>
<td>Advanced Corporate Finance</td>
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<td></td>
<td>Topics In International Finance</td>
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<tr>
<td>FIN/FIN Services/Real Estate Elective</td>
<td>Corporate Finance</td>
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<tr>
<td></td>
<td>Corporate Valuation -1.5 units</td>
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<td>Economics of Taxation 1.5 units</td>
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<td></td>
<td>Financial Derivatives - 1.5 units</td>
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<td></td>
<td>Financial Instruments &amp; M&amp;A Accounting – 1.5 Units</td>
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<td></td>
<td>Financial Markets Unplugged - 1.5 units</td>
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<td></td>
<td>Financial Modeling for Corporate Finance - 1.5 units</td>
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<tr>
<td>Management Majors</td>
<td>Social Entrepreneurship - 1.5 units</td>
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<tr>
<td>MGT 455: Social Entrepreneurship</td>
<td>Social Entrepreneurship - 1.5 units</td>
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<tr>
<td>MGT 353: Creativity and Innovation</td>
<td>Entrepreneurship and Innovation</td>
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<tr>
<td>MGT/ ENT/HR Elective</td>
<td>Advanced Strategic Management in Technology Intensive Environments - 1.5 units</td>
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<td>Breaking into Management Consulting – 1.5 Units</td>
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<td>Build Your Start-up</td>
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<td>Business Intelligence for start-ups</td>
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<td>Business Simulation</td>
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<td>Change Management – 1.5 Units</td>
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<td>Competition Policy - 1.5 Units</td>
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<td></td>
<td>Corporate Entrepreneurship - 1.5 units</td>
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<td></td>
<td>Creative Thinking and Wow! Idea Generation 1.5 units</td>
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<td>Cross-border M&amp;A: Value, Motivation, Pitfalls</td>
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<td></td>
<td>E-Business – 1.5 units</td>
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<td></td>
<td>Entrepreneurial Mindset</td>
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<td>Entrepreneurship 1: Innovation in Action 1.5 units</td>
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<td>Entrepreneurship 2: Driving Growth for Startups 1.5 units</td>
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<td>Entrepreneurship do-it-yourself</td>
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<td>Entrepreneurship in Emerging Markets - 1.5 units</td>
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<td>Exponential Organizations</td>
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<td>Family Business -1.5 Units</td>
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<td>HR Management 1.5 units</td>
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<td></td>
<td>Interdisciplinary Perspectives on Organization Theory</td>
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<td>International Business Strategy: Simulation -1.5 Units</td>
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<td></td>
<td>Introduction to Gamification and Behavior Management</td>
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<td>Lean Management</td>
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<td>Management Control for Start-Ups -1.5 units</td>
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<td>Risks in Internationalization of Companies: Country Risk -1.5 Units</td>
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<td>Self-Management – 1.5 Units</td>
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<td>Social Entrepreneurship – 1.5 Units</td>
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<td>Strategic Interaction and Business - 1.5 units</td>
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<td>Sustainable Development: the role of Enterprises</td>
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<td>Technology New Ventures - 1.5 units</td>
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<td>The Disruptive Leader</td>
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<tr>
<th>Marketing Majors</th>
<th>Consumer Insights and Marketing Strategy AND Consumer Behavior 1.5 units Students must take both courses to get credit for MKTG 371. General Business students can use these 1.5 units plus another 1.5 units of MKTG electives listed below to fulfill one General Business elective but CANNOT take MKTG 371 at SDSU.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 371: Consumer Behavior</td>
<td>Advertising and Creative Strategy – 1.5 units</td>
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<td>Advocacy Marketing</td>
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<td>Breakthrough Innovation - 1.5 units</td>
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<td>Digital marketing</td>
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<td></td>
<td>Marketing and Videogames: What is coming next and how to make it exciting – 1.5 Units</td>
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<td></td>
<td>New Trends in Marketing Management – 1.5 Units</td>
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<td></td>
<td>Pricing for Value and Profitability - 1.5 units</td>
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<td></td>
<td>Product and Brand Management</td>
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<tr>
<td>MKTG/IMC/Sales Elective</td>
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</tbody>
</table>
Retailing – 1.5 units  
Services Marketing  
The Art of Selling – 1.5 Units  
Unplugged: the Marketing Workshop – 1.5 Units

### General Education

<table>
<thead>
<tr>
<th>Approved SDSU GE Area</th>
<th>Host University Course</th>
</tr>
</thead>
</table>
| **Explorations Social & Behavioral Sciences** | Eastern Europe after the Fall of the Berlin Wall – 1.5 units – Spring  
Gender and Development – Spring  
Inequality and Economic Growth – 1.5 units - Spring  
Inequality and Economic Growth – 1.5 Units - Spring  
IR Unplugged VI: International Terrorism - 1.5 units - Fall  
Politics, Economics, and Business in Sub-Saharan Africa - 1.5 units - Fall  
Pop Culture and Geopolitics – 1.5 units – Spring  
Populism in the 21st Century- 1.5 units - Fall  
Spain and the Islamic World– 1.5 units – Spring  
The Contemporary Middle East– 1.5 units – Spring  
The Geopolitics of International Business - 1.5 units - Fall  
The History of Capitalism – Spring  
The Politics of Ethnicity - 1.5 units - Fall  
UN Peacekeeping Missions– 1.5 units – Spring |
| **Explorations Humanities** | Please visit this website to see the list of courses that already have been approved |

Last revised on July 2, 2019

### Courses Offered Prior to Fall 2018

#### Management Majors

| MGT/ Entrepreneurship Elective | Generating Bus Value from New Technologies - 1.5 units  
Global Outsourcing Strategy - 1.5 units – Spring  
Management Consulting Skills - 1.5 units – Spring  
National Reputation and Branding - 1.5 units - Fall |

#### Marketing Majors

| MKTG 376: Global Marketing Strategy | Global Strategic Marketing |
| MKTG/IMC Elective | Digital Business – Spring  
Structural Marketing – 1.5 units – Spring |