

## *Course Substitution for* **Audencia Nantes University, France** (All courses taught in ENGLISH)

This is a graduate program but undergraduate students are allowed to participate in this program. These package programs will fulfill requirements in students' majors. All students who participate in this program are guaranteed the courses of their specialization.

Please note that all programs are still **proposed, as noted**. Only the Marketing Program has been approved as of 7/22/2011. Students need to get a final approval from the College of Business to take courses abroad. Please consult the study abroad academic advisor to learn about this process

### **Fall Semester**

Students may elect one course each, which is only 1 unit, from both, group 1 and group 2.

- 1 elective from group 1

Code	Title	Dur. hours	Nb of USA units
CGC537-09S	International Business Planning (English)	18	1
FIN530-09S	Foreign Currency Speculation (English)	18	1
MRH530-09S	Foundations of Leadership and Teamwork (English)	18	1
STR550-09S	Research seminar (English)	18	1

- 1 elective from group 2

Code	Title	Dur. hours	Nb of USA units
CGC541-09S	Corporate Financial Accounting – Mergers & Acquisition (English)	18	1
MKT545-09S	New Developments in Marketing (English)	18	1
MRH541-09S	Ethics and management (English)	18	1
STR544-09S	Strategic Alliances and Partnerships (English)	18	1
STR551-09S	Research seminar (English)	18	1

Students who attend the fall semester must take all the following courses as a package:

Marketing for the Product Manager (English), IDEAL FOR MKT MAJORS AT SDSU for both Graduate and Undergraduate students (for Graduate students these courses will fulfil electives)

Code	Title	SDSU Course	# of USA units
MKT521-09S	Competencies and Tools for the Product Manager	MKT Elective	3
MKT523-09S	Communication and Promotion	MKT 373	3
MKT525-09S	The Fundamentals – Information Analysis/Negotiation and Sales Techniques - Testimonies	MKT 377	3
MKT526-09S	Sector Specific Marketing & Sales Strategies	MKT Elective	3
MKT527-09S	Marketing and Value - Tools of Control	MKT Elective	3

### Spring Semester

Students may elect one course each, which is only 1 unit, from both, group 1 and group 2.

- 1 elective from group 1

Code	Title	Dur. hours	Nb of USA units
<a href="#">CGC537-09J</a>	<a href="#">International Business Planning (English)</a>	18	1
<a href="#">FIN530-09J</a>	<a href="#">Foreign Currency Speculation (English)</a>	18	1
<a href="#">MRH530-09J</a>	<a href="#">Foundations of Teamwork and Leadership (English)</a>	18	1
<a href="#">STR550-09S</a>	<a href="#">Research seminar (English)</a>	18	1

- 1 elective from group 2

Code	Title	Dur. hours	Nb of USA units
<a href="#">CGC541-09J</a>	<a href="#">Corporate Financial Accounting – Mergers &amp; Acquisition (English)</a>	18	1
<a href="#">MKT545-09J</a>	<a href="#">New Developments in Marketing (English)</a>	18	1
<a href="#">MRH541-09J</a>	<a href="#">Ethics and management (English)</a>	18	1
<a href="#">STR544-09J</a>	<a href="#">Strategic Alliances and Partnerships (English)</a>	18	1
<a href="#">STR551-09S</a>	<a href="#">Research seminar (English)</a>	18	1
<a href="#">MSI534-09J</a>	<a href="#">Successful Purchasing Management: Unlocking the Power of the Supply Base (English)</a>	18	1
<a href="#">MSI535-09J</a>	<a href="#">Managing the Responsible Value Chain ( English)</a>	18	1

Students must choose ONE Major from the following list (all courses within each major are compulsory):

- Marketing for the Product Manager (English)
- Human Resource Management (English)
- International Strategic management and consulting (English)

Marketing for the Product Manager (English), IDEAL FOR MKT MAJORS AT SDSU (*all Marketing courses have been approved*)

Code	Title	Dur. hours	Nb of USA units
MKT521-09S	Competencies and Tools for the Product Manager	45	3
MKT523-09S	Communication	45	3
MKT525-09S	The Fundamentals – Information Analysis/Negotiation and Sales Techniques - Testimonies	45	3
MKT526-09S	Sector Specific Marketing & Sales Strategies	45	3
MKT527-09S	Marketing and Value - Tools of Control	45	3

Human Resource Management (English), IDEAL FOR HR MAJORS AT SDSU

Code	Title	Dur. hours	Nb of USA units
MRH521-09J	Human Resource Management in a Strategic Perspective PROPOSE	45	3
MRH522-09J	Labour Law PROPOSE	45	3
MRH523-09J	Advanced Human Resource Management PROPOSE	45	3
MRH524-09J	Management and International Human Resource Management PROPOSE	45	3
MRH525-09J	Labour Law in European Countries PROPOSE	45	3
MRH526-09J	Human Resource Practices PROPOSE	45	3

International Strategic management and consulting (English), IDEAL FOR MGT MAJORS AT SDSU

Code	Title	Dur. hours	Nb of USA units
STR520-09J	Advance Strategic Management PROPOSE	45	3
STR521-09J	Consulting Industry, Actors & Careers PROPOSE	45	3
STR522-09J	Consulting Methods and Tools PROPOSE	45	3
STR523-09J	Leadership in the Consulting Industry PROPOSE	45	3
STR524-09J	Global and Intercultural Management PROPOSE	45	3

Last revised on Friday, July 22, 2011