

IESEG - France

Approved template of credit transfer (09/10/2015)

Template code: **IESEG15**

IESEG					UM Equivalency				
No.	Course code	Course title	ECTS	Contact hours	No.	Course code	Course title	Credits	Prerequisite
1	FININE102UE	Financial Management	2	16	1	FINC210	Financial Management	3	ACCT100
2	DEVIN-EI01UE	Intercultural Communication	2	16	2	GBMT403	Cross-cultural Communication and Negotiation in Business	3	BECO310/ EBIS315/ GBMT300/30
	NEGB3CS01UE	Introduction to Negotiation	2	14					
	NEGMAEE04UE	Production and Purchasing in an International Environment	2	16					
3	MGTMAEI24UE	Organization Development & Performance	2	16	3	MGMT334	Organizational Change and Development	3	MGMT221
4	CI30UE	International Business Ethics	2	18	4	MGMT336	Business Ethics and Corporate Social Responsibility	3	MGMT110
5	MKT-EI3CUE	Integrated Marketing Communication Strategy	2	18	5	MKTG411	Integrated Marketing Communications	3	MKTG220
6	TE45UE	Business Strategy and Company Observation	4	32	6	MKTG412	Marketing Strategy	3	MKTG220
7	EI26UE	Services Marketing	2	16	7	MKTG420	Services Marketing	3	MKTG220
8	MKTMAEI23UE	Retail Marketing Strategy	2	16	8	MKTG422	Retail Strategy	3	MKTG220
9	MKT-EE22UE	Product Management	2	16	9	MKTG428	Product Management	3	MKTG220
10	EI04UE	Customer Relationship Management (CRM)	2	16	10	MKTG430	Customer Relationship Management	3	MKTG220

The ECTS and/or contact hours of the selected course is not enough to replace a 3-unit course in UM. Students who want to use this course to replace a 3-unit course in UM must study another similar course together. Then use these two courses to replace one 3-unit course in UM.