

NEOMA Business School (Rouen Business School) - France

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

Template code: **NEOMA15**

NEOMA					UM Equivalency				
No.	Course code	Course title	ECTS	Contact hours	No.	Course code	Course title	Credits	Prerequisite
1	EFI42015E	Money and Banking	5	24	1	BECO306	Money and Banking	3	BECO101
2	EFI42025E	Corporate Finance	6	36	2	FINC211	Advanced Financial Management	3	FINC210
3	LCS3X061F	FL - French for Communication A101	5	30	3	FREN100	Introduction to French I	3	None
4	LCS3X050E	FL - Discovering and Understanding French Culture	5	30	4	FREN400	French in the Modern World I	3	FREN300/301
5	MGS32015E	Global Human Resources	5	24	5	GBMT401	Global Human Resources Management	3	MGMT221
6	LCS42040E	Doing business with emerging economies: Asia's	5	24	6	GBMT402	Asian Business	3	BECO310 / EBIS315 / GBMT300/301
7	LCS42032E	International negotiation	6	18	7	GBMT403	Cross-cultural Communication and Negotiation in Business	3	BECO310 / EBIS315 / GBMT300/301
8	EN42006E-1	Entrepreneurship - Dream or reality	5	24	8	GBMT406	Entrepreneurship	3	MGMT110
9	LCS44003E	Europe in the world	5	24	9	GBMT407	Selected Topics in Global Business Management	3	GBMT300/301
10	MGS42015E	Strategic Management	5	24	10	MGMT330	Strategic Management	3	ACCT100 & FINC210 & MKTG220
11	MGS42019E	HR Management	5	24	11	MGMT332	Human Resources Management	3	MGMT110
12	MGS42031E	People Management - Team Building and Leadership	6	36	12	MGMT489	Leadership	3	MGMT110
13	MKG42006E	International Marketing	5	24	13	MKTG410	International Marketing	3	MKTG220
14	MKG32021E	Marketing communication	3	18	14	MKTG411	Integrated Marketing Communications	3	MKTG220
15	MKG42002E	Marketing Strategy	5	24	15	MKTG412	Marketing Strategy	3	MKTG220
16	MKG42016E	Multichannel retailing	6	36	16	MKTG422	Retail Strategy	3	MKTG220
17	MKG42026E	International Retail Marketing	5	24	17	MKTG423	International Retailing	3	MKTG220

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18	MKG42004E	Brand Marketing	5	24	18	MKTG432	Brand Management	3	MKTG220
19	MGS42030E	Essentials of Project Management	6	36	19	QMDS400	Project and Quality Management	3	FINC213 / QMDS200/202

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.