

Advising Sheet for Rikkyo University

CSUSM Course

MKTG 448: Global & Cross Cultural MKTG
Int'l Marketing Strategy
GBM 425: Int'l Business Mgmt.
GBM 426: Leadership in a Global Context
Organizations
Bus. 444: Global Strategic Management
Mgmt. 461: Manag. Across Diff. Cultures

Rikkyo University Course Equivalent

BT 161 or BT 167: Global Marketing or

BT 163: International Business

BT 166: Leadership in Global

BT 168: Global Strategic Management

BT 205: Intercultural Management or if not
available, BT 202: Cross-cultural Comm.

Transferable Rikkyo U. Electives

BT 162: Global Innovation Management

BT 169: Int'l Brand Management

BT 252: Resch. On Consumer Behavior

BT 731: Business Envir. of Japan & East Asia

BT 732: Japanese Bus.: Strategy and Organiz.