

## **Student Advising Sheet for GBM Exchange Partners**

The following is a guide for determining equivalencies between our exchange universities and COBA's GBM curriculum.

### **Advising Sheet for Kansai Gaidai University (Japan)**

Kansai Gaidai specializes in Japan and Asian Area Studies. It is extremely international in its student body, pulling in over 500 students from all continents around the world.

#### Kansai Gaidai Courses

International Business: Japanese MNC operations  
Asian Economic Integration and Globalization  
Japan and Globalization: A cultural approach  
Strategic Management: Japanese Context  
Intercultural Business Communication in Japan  
Cross-Cultural Psychology

#### GBM Core Courses

GBM 425  
GBM 425  
GBM 425  
BUS 444  
MGMT 461  
MGMT 461

### **Advising Sheet for Hong Kong Baptist University**

#### HKBU Courses

Intercultural Communication  
International Business  
International Marketing  
Cross-cultural and Comparative Management  
Conflict and Negotiation

#### GBM Core Courses

Comm. 330  
GBM 425  
MKTG 448  
MGMT 461  
GBM 427

#### Supply Chain Track Req'd

Logistics and Supply Chain Management

HTM 428

#### GBM Elective Marketing Courses

Consumer Behavior  
Services Marketing  
Sales Management  
Marketing Communications

MKTG 442  
MKTG 315  
MKTG 446  
MKTG 433

## Logistics and Supply Chain Management

HKBU Elective Marketing Replacement Courses (can be taken in lieu of currently approved elective courses; approval of GBM Option Director needed)

Marketing Management (must have prerequisites)  
Marketing Research  
Marketing in Computer-Mediated Environments  
Retailing  
Marketing Planning  
Business to Business Marketing  
Marketing in China  
Strategic Marketing  
Global Marketing Management  
Qualitative Marketing Research  
(and other Marketing courses)

### **Advising Sheet for HvA Amsterdam**

#### HvA Courses

International Marketing  
International Trade  
Intercultural Awareness

#### GBM Core Courses

MKTG 448  
GBM 425  
MGMT 461

#### GBM Elective Marketing Courses

Marketing Communications

MKTG 433

#### GBM Supply Chain Course

Supply Chain Management

HTM 428

HvA Elective Marketing Replacement Courses (can be taken in lieu of currently approved elective courses; approval of GBM Option Director needed)

Strategic Marketing (must have prerequisites)  
Marketing Management (must have prerequisites)  
Marketing in Action  
Market Research