

Angers, France 2018

Summer Business Program



DATES: May 23-June 22, 2018

COURSES

FIN 4750: International Finance (3sh)

Prerequisite: FIN 3680, ENG 3100 /BE 3340 & senior status

MKT 3540: New Product Development & Int'l Brand Management (3sh)

Prerequisite : MKT 3050 & junior status

BUS 3045: Intro to French Culture for Business Students (3sh)

junior status

COST: \$2775

Includes: housing, group excursions, & group meals

Not included: summer tuition, airfare, train fare to/from Angers & independent meals

STUDY BUSINESS IN FRANCE

Offered in collaboration with the Université d'Angers, ASU students take classes with Angers business students and learn international business skills while experiencing French culture and language.

Students live on campus and have the cultural experience of longer study abroad programs with the added benefit of travel and excursions with other ASU students. Excursions include visits to landmarks in Angers, the Loire Valley and Paris. The program starts and ends at the train station in Angers, France.

This program is of interest to Finance, Marketing and IB majors, as well as other majors needing COB, UL electives or to fulfill the Global Issues requirement. Talk with your advisor concerning how these courses will fulfill degree requirements!

For more information contact Meredith Church Pipes

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WWW.INTERNATIONAL.BUSINESS.APPSTATE.EDU

Summary of Program credit:

BUS 3045: Introduction to French Culture for Business Students (3 Semester hours)

MKT 3540: International Brand Management and New Product Development (3 semester hours)

FIN 4750: International Business Finance (3 semester hours).

All three courses count as IB electives (major, approved, required or other), HOS electives, COB electives or upper level electives , and fulfill the Global Issues requirement.

MKT 3540 fulfills a marketing elective.

FIN 4750 is a Finance Set 1 elective.

***Students must take a minimum of 6 semester hours, including BUS 3045 and at least one other course. ***

Students can earn a total of 9 semester hours.

Scholarships:

The College of Business offers a limited number of scholarships for participants in College of Business Faculty-led programs.

For details, go to:

<https://business.appstate.edu/international/scholarships>