

Course Equivalency - Curriculum 2552

University of Iowa (USA)

Code	Exchange University	Code	TU 2552 New
06A:144	Auditing	AC 316	Auditing
39:003	Beginning Chinese I	CH 171	Chinese 1
06B:140	Business Writing	EL 221	Communicative Business English 1
06E:117:SCA	Money, Banking and Financial Markets	FN 211	Financial Markets
06F:102:SCA	Principles of Risk Management & Ins	FN 241	Risk Management and Insurance
6F:117	Corporate Finance	FN 311	Financial Management
06F:111:SCA	Investment Management	FN 312	Investments
06F:130	International Finance	FN 313	International Financial Management
6F:103	Property and Liability Insurance	FN 341	Non-Life Insurance
6F:216	Fixed Income Securities	FN 351	Fixed Income Analysis
06F:104:001	Corporate and Financial Risk Management	FN 415	Financial Risk Analysis and Management
6F:115	Investment Banking	FN 428	Investment Banking
6F:112	Security Analysis <u>or</u>	FN 451	Equity Analysis
6F:224	Security Analysis		
6F:116	Futures and Options	FN 452	Financial Derivatives
06T:120:SCA	Entrepreneurship & Innovation (New Business Formatn)	HO 321	New Venture Creation and Entrepreneurship
06J:146:001	International Business Environment	IB 311	Introduction to International Business
06M:105:001	Web Business Strategy	IS 361	Electronic Business
06K:292:001	Supply Chain Management	IT 442	Supply Chain Management
22M:017:233	Calculus and Matrix Algebra for Business	MA 216	Calculus for Social Sciences 1
06M:100:SCA	Introduction to Marketing Strategy	MK 201	Principles of Marketing
06M:135:001	Consumer Behavior <u>or</u>	MK 311	Consumer Behavior
06M:232:001	Buyer Behavior		

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Code	Exchange University	Code	TU 2552 New
06M:147:SCA	Marketing Management	MK 312	Marketing Management
06M:134:SCA	Marketing Research <u>or</u>	MK 314	Quantitative Research in Marketing
06M:230	Marketing Research Methods		
06M:223	Brand Management	MK 321	Product and Brand Management
06M:236	Advertising and Promotion Strategy	MK 331	Integrated Marketing Communications
06M:107:001	Retail Strategies	MK 342	Retail Management
06M:139:SCA	Sales Management	MK 343	Sales Management
06M:151:SCA	International Marketing	MK 361	International Marketing
06M:190:A01	Contemporary Topic in Marketing	MK 413	Seminar in Marketing
06T:134:SCA	Entrepreneurial Marketing	MK 422	Marketing Strategy for Entrepreneurs
06M:137	Advertising Theory <u>or</u>	MK X9X*	Special Topics in Marketing X*
06M:137:001	Advertising Theory <u>or</u>		
06M:234:001	Product Management <u>or</u>		
06M:242:001	Seminar in Marketing Models-PhD		
06K:100:AAA	Operations Management	OM 201	Principles of Operations Management
031:001	Elementary Psychology	PY 211	General Psychology

* MK 391 Special Topics in Marketing 1 or

MK 392 Special Topics in Marketing 2 and MK 393 Special Topics in Marketing 3 or

MK 491 Special Topics in Marketing 4

