


ARTICULATION AGREEMENT OF TRANSFER CREDITS BETWEEN CALIFORNIA STATE UNIVERSITY, FULLERTON & SKEMA, FRANCE

GENERAL EDUCATION REQUIREMENTS	
SKEMA	
Area A: Core Competencies - 9 Grade C minimum	
A1 Oral Communication (3 units)	COM 2370 Public Speaking & Presentation Skills (3 units)
A2 Written Communication (3 units)	ENG 1001 Comp & Rhetoric 1 (3 units)
A3 Critical Thinking (3 units)	ENG 1002 Comp & Rhetoric 2 (3 units)
Area B: Scientific Inquiry & Quantitative Reasoning - 15	
B1 Physical Science (3)	1 course from SOS Physics (EDS1031), Chemistry (EDS 1030), Geology (EDS1035)
B2 Life Science (3)	1 course SOS Life Science EDS 1032), , Human Bio (EDS1036), Botany (EDS 1037)
B3 Laboratory experience (1)	any related lab to one of the above courses
B4 Mathematics / Quantitative reasoning (3) Grade C minimum	MTH 1701 College Algebra (3 units), or MTH 1702 Bus & Economics Calculus (3 units), or BUS 2702 Statistics for Business
B5 Implications and Explorations in Mathematics & Natural Science (3)	1 course in EDS or ENS or MTH (Applied Calculus when not used in B4) or Statistics for business when not used in B4)
Area C: Arts and Humanities - 12	
C1 Intro to the Arts (3)	Intro to Theater
C2 Intro to the Humanities (3)	HUM 2521 Ethics, Languages
C3 Explorations in the Arts and Humanities (3)	Introduction to Visual Comm (except for Com students) or in residence at CSUF
C4 Origins of the World Civilizations (3)	HUM 2051 Civil 1
Area D: Social Science - 15	
D1 Introduction to the Social Sciences (3)	BUS 2302 Econ Micro, POS 2101 Introduction to Political Science, SOC 2001 Introduction to Sociology, SOC 2411 Introduction to Psychology
D2 World Civilizations and Cultures (3) <i>Transfer students with 12 units of social sciences courses are exempt from this requirement</i>	HUM 2052 Civil 2
D3 American History, Institutions and Values (3)	HUM 3000, HUM 3001 History of America 1 or 2
D4 American Government (3)	in residence (CSUF)
D5 Explorations in Social Sciences (3) <i>Transfer students with 12 units of social sciences courses are exempt from this requirement</i>	BUS 2301 Econ Macro (<i>Business students may NOT use this course to fulfill this requirement</i>), COM 3425 Mass Communication (<i>Com students may NOT use this course to fulfill this requirement</i>), COM 3002 Intercultural communication*
Area E: Lifelong Learning	
E Lifelong learning and self development	in residence (CSUF)
Area Z: Cultural Diversity	
Z Courses offered by the department of the student's major may not be used to fulfill the unit requirements of Areas B, C, D, E or Z, with the exception of areas offering choices from only one department. Courses with an asterisk * will satisfy the Cultural Diversity requirement (Area Z)	COM 3425 Intercultural communication
9 units of general education must be taken in residence at CSUF. 9 units of upper division general education are required.	

BUSINESS	
LOWER DIVISION CORE COURSES	
All courses must be completed with grades of C (2.0) or better	
ACCT 201A Financial Acct (3 units)	BUS 2201 Acct Princ I (3 units)
ACCT 201B Manag Acct (3 units)	BUS 2202 Acct Princ II (3 units)
BUAD 201 Business Writing (3 units)	COM 3224 Bus & Prof Writing (3 units)
ECON 201 Princ Microecon (3 units)	BUS 2302 Princ Econ: Micro (3 units)
ECON 202 Princ Macroecon (3 units)	BUS 2301 Princ Econ: Macro (3 units)
MGMT 246 Bus & Legal Envir (3 units)	BUS 3701 Bus Law (3 units)
ISDS 265 Intro Comp & Applic Software (3 units)	CSE 1301 Comp Consumer Applic (3 units)
MATH 135 Bus Calculus (3 units)	MTH 1702 Applied Calc/Matrices (3 units)

UPPER DIVISION CORE COURSES	
All courses must be completed with grades of "C" (2.0) or better	
BUAD 301 Adv Bus Comm (3 units)	Not Offered
ECON 315 Interm Bus Microecon (3 units)	BUS 3301 Manag Econ (3 units)
or ECON 310 Interm Microecon Anal (3 units)	
or ECON 320 Interm Macroecon Anal (3 units)	Not Offered (or BUS 3302 Money & Banking)
FIN 320 Bus Finance (3 units)	BUS 3401 Corporate Finance (3 units)
MGMT 339 Princ Manag & Oper (3 units)	BUS 3501 + BUS 4501 (6 units)
MGMT 340 Organ Behavior (3 units)	BUS 3013 Organ Behavior (3 units)
ISDS 361A Quant Bus Anal: Prob & Stat (3 units)	BUS 2702 Stat for Bus (3 units)
ISDS 361B Quant Bus Anal: Stat & Mgt (3 units)	BUS 2501 Quant Methods (3 units)
MKTG 351 Princ Marketing (3 units)	BUS 3601 Mrkt Princ (3 units)

COMMUNICATION	
CORE COURSES	
All courses must be completed with grades of "C" (2.0) or better.	
PUBLIC RELATIONS	
Core Requirements	
COMM 233 Mass Communication in Modern Society (3)	COM 3425 Mass Communication
Core Elective	
COMM 300 Visual Communication (3)	COM 2501 Introduction to Visual Communication
PR Concentration requirement	
COMM 361 Principles of Public Relations	COMM 3440 Introduction to Public Relations
Collateral requirement (UD courses)	
HCOM 320 Intercultural Communication	COMM 3002 Intercultural Communication
MGMT 339 Princ Manag & Oper (3 units)	BUS 3501 + BUS 4501 (6 units)
MGMT 340 Organ Behavior (3 units)	BUS 3013 Organ Behavior (3 units)
MGMT343 Human Resource Management	
MKTG 351 Princ Marketing (3 units)	BUS 3601 Mrkt Princ (3 units)
ADVERTISING	
Core Requirements	
COMM 233 Mass Communication in Modern Society (3)	COM 3425 Mass Communication
Core Elective	
COMM 300 Visual Communication (3)	COM 2501 Introduction to Visual Communication
Advertising Concentration requirement	
COM 351 Writing for the Advertising Industry (3)	COMM 3224 Business & Professional Writing
Advertising Electives	
COMM 361 Principles of Public Relations	COMM3440 Introduction to Public Relations
Collateral requirement (UD courses)	
MKTG 351 Principles of Marketing	BUS 3601 Mrkt Princ (3 units)
Advertising Electives	
MGMT 339 Princ Manag & Oper (3 units)	BUS 3501 + BUS 4501 (6 units)
MGMT 340 Organ Behavior (3 units)	BUS 3013 Organ Behavior (3 units)
Advertising Electives	
HCOM 320 Intercultural Communication	COMM 3002 Intercultural Communication
Advertising Electives	
COMM 101 Writing for the Mass Media	COM 3530 Writing for Multi-Media
RTVF 271 American Film	COM 2222 Introduction to Film
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