

REFERENCE CODE:

**MONASH UNIVERSITY MALAYSIA**

**HEAD OF SCHOOL'S RECOMMENDED STUDY PLAN FOR INTERNATIONAL  
STUDENT EXCHANGE**

(This form is to be completed by the Head of School)

School	School of Business
Partner University	KEDGE Business School
Country	France
City	Marseille/Bordeaux
Campus	KEDGE Business School
Monash Course Name	Bachelor of Business and Commerce
Monash Course Code	B2026

This recommended study plan is only applicable for exchange applications commencing in Year / Semester:

Year	2021	Semester	2
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This recommended study plan is for the exchange duration of (in Monash Semesters):

One Semester	<input checked="" type="checkbox"/>	Two Semesters	<input checked="" type="checkbox"/>
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What is the tenure of the exchange period?

Spring Semester (January to June) and Fall Semester (September to December)  
Monash's Semester 1 = Kedge's Spring Semester (Jan – May/ June)  
Monash's Semester 2 = Kedge's Fall Semester (September – December)

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Additional requirements by the partner university (if any)

Credit Ratio: KEDGE Business School 5 ECTS = Monash 4cp unit  
KEDGE Business School 6x5 ects : Monash 4x6cp units

Study Plan - Recommended Partner University Subjects Against Monash Units						
Monash Unit Code	Monash Unit Title	Monash Semester	Host Unit Code	Host Unit Title	Host Unit Points	Equivalent Monash Credit Points
MKW2402	Consumer Behaviour	2	PGE-M5-MKT-001-E-L-BOD-M1	Consumer Behaviour	5 Ects	4cp
MKW2431	Business Marketing	2	PGE-M5-MKT-223-E-L-MRS M2	Strategic Customer Management	5 Ects	4cp
MKW3610	Marketing Strategy and Implementation	2	MKT-M5-MKT-039-E-L-MRS	Marketing Decision Making	5 Ects	4cp
MKW3301	Services Marketing	2	PGE-M5-MKT-004-E-L-MRS M1	Services Marketing	5 Ects	4cp
BUS2***	Elective At 2 <sup>nd</sup> Year	2	PGE-M5-MKT-002-E-L-BOD-M2	Consumer Culture	5 Ects	4cp
BUS2***	Elective At 2 <sup>nd</sup> Year	2	KBA-B3-MKT-902-E-L-MRS IFC	E-Marketing	5 Ects	4cp
BUS2***	Elective At 2 <sup>nd</sup> Year	2	GE-M5-MKT-006-E-L-MRS M2	Brand, Cultures And Marketing Strategy	5 Ects	4cp
BUS2***	Elective At 2 <sup>nd</sup> Year	2	MKT-M5-MKT-011-E-L-MRS-BRD	Communication & Creative Strategy	5 Ects	4cp
BUS3***	Elective At 3 <sup>rd</sup> Year	2	PGE-M5-MKT-005-E-L-BOD-M2	Sustainable Marketing	5 Ects	4cp



Recommendation by Head of School

*Prof Pervaiz Ahmed*

14/9/2020 | 01:34 PDT

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Professor Pervaiz K Ahmed  
Head of School

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Date

Confirmation by Monash Abroad Malaysia

I confirm that Monash University has a current Exchange Agreement with the recommended Partner University and that the recommendation is consistent with the Exchange Agreement.

*Hoo Sze Ling*

11 September 2020

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Hoo Sze Ling  
Manager  
Monash Abroad

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Date