



## CONTENT

- 1 - Presentation
- 2 - Course Description
- 3 - Program Organization
- 4 - Undergraduate Programs
- 5 - Graduate Programs
- 6 - Programs Structure

## 1 - Presentation

Markets internationalization is no longer a trend and became a fact. Executives from all over the world have faced the need to increase their management knowledge, improve their business English skills and acquire international experiences. The priority is to develop a global view, fundamental skill to lead managerial actions across boundaries.

International Business School Americas is a school focused on coordinating and promoting international educational programs for students, young professionals and executives. Operating since 2003, every year 1,500 students from all over the world enroll and successfully participate in our programs abroad.

The University of La Verne (ULV) and the California State University, Northridge (CSUN) are offering students of higher education (undergraduate and graduate) the opportunity to attend intensive programs in Administration, Communication and Business English in the United States.

Students are supported by an extensive scholarship program, covering 70% of the expenses of the chosen course. We welcome you to apply and participate in our programs.

### Prof. Ricardo Pitelli de Britto

Doctor in Management from FEA/USP  
Representative of California State University, Northridge and the University of La Verne  
Dean of the International Business School Americas

## 2 - Course Description

The courses are aimed at undergraduates in Business Administration or students in other fields with an interest in understanding the foundations of international business. (Please see the list of courses on page 2)

The courses are held in English. This, together with extra activities, allows the student to get a profound knowledge of American affairs.

We also offer a course in Business English, at no additional cost. The goal is to develop management training skills parallel with learning the English language. For students with limited knowledge in English, there is the option to attend the program "Business English - First Lessons".

The courses take place in January, July and September, over three weeks, and are full-time studies, Monday to Thursday, from 9 am to 4 pm. To ensure close contact between the professor and students, classes are composed of groups from 15 to 30 participants.

Check out the upcoming dates for the programs on page 5



# IBS

INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —



## 3 - Program Organization

### Visits to local companies, organizations and other events

*The group will visit local companies and have lectures with Executives, having the opportunity of interacting with business reality of the United States. Visits to organizations and events will be suggested to the students during their spare time.*



The Campus site of CSUN in California

### International education with focus on the special characteristics and needs of North American business



The Campus site of ULV in California

The University of La Verne is one of the most traditional and respected American universities. Founded in 1891, ULV is a private nonprofit institution, with its main campus in the city of La Verne, California, 40 minutes from Los Angeles.

The California State University is a public institution, founded in 1857 and currently the fourth largest university in the United States. Northridge campus, on which the course is taught, is located 20 minutes from Hollywood.

They offer undergraduate, masters and doctoral degrees in various fields of knowledge, being composed of doctors with extensive professional and academic experience. Both institutions are connected to foundations that support international students.

Under the guidance of Professor Dr. Ricardo Pitelli de Britto, the program will provide assistance to students in their preparation and travel to the course, in order to make the most of it. Our goal is to offer international education focusing the reality of young professionals.

### 3.1 – Scholarship Opportunity

Our students are supported by an extensive scholarship program covering up to 70% of the tuition expenses. In case it is necessary, we will be glad to evaluate the possibility of granting scholarships for your institution.

### 3.2 – Application Process

The first step is to apply for a scholarship by filling and submitting your **Application Form**. Students must choose one of the program options available. There is a limited number of scholarships, granted depending on availability of sufficient funding.

To request the Application Form and more information, please contact one of the program assistants:

**Mr. Julio Quadros:**

[julio.quadros@ibs-americas.com](mailto:julio.quadros@ibs-americas.com)

**Ms. Amanda Ribeiro:**

[amanda.ribeiro@ibs-americas.com](mailto:amanda.ribeiro@ibs-americas.com)

**Ms. Thaynara Antunes:**

[thaynara.antunes@ibs-americas.com](mailto:thaynara.antunes@ibs-americas.com)

### 3.3 – Credit Transfer

Students interested in transferring credits will be evaluated final project presentation, final exam, class participation and class attendance. The final grade and the attendance rate will be available on the Transcripts Report.

In order to allow students to transfer credits from this program, we will also provide all the documents and information for the process of transferring credits, including the detailed program syllabus (also on the next page), classes schedule, attendance rate and final grade.

### 3.4 – Trip Preparation

- Background readings in advance to ensure full preparation for classes;
- Guidance on how to get accommodation at affordable prices;
- Documents and guidelines for obtaining visa to enter the USA (in case it is necessary);
- Assistance from staff available at all times during the classes;

## 4 - Summer/Winter Programs for Undergraduate Students

### Strategy & Marketing SM - Campus ULV

Know more about Strategy and Marketing theories, combined with case studies about the subject. It allows participants to develop marketing strategies to their companies from an international view of the theme.

*Strategic Thinking; Strategic Planning; Marketing and market conquest. Company visits and Business cases. Business English.*

### Leadership & Human Asset Management LHM - Campus ULV

Explore elements of human capital management in organizations, asset of great importance in the development of corporate strategies. It allows the participant to plan and implement changes in people management and to monitor its results.

*Special topics in Organizational Theory; Mentoring, tutoring and coaching; Managing the human asset. Company visits and Business cases. Business English.*

### Business English First Lessons BEFL - Campus ULV

Develop skills in the English language aimed at teaching vocabulary and business related expressions. It allows the participant - a false beginner or an intermediate student to communicate with a degree of fluency and confidence in business-related situations.

*Basic structures of English for business contexts. Grammar and fluency. Company and organizational visits - no tutoring or translation.*

### Finance & Accounting FA - Campus ULV

Improve knowledge in investment analysis, international finance and advanced controllership directed to current market needs.

*Financial Environment; Global Finance; Global Accounting. Company visits and Business cases. Business English.*

### Contemporary Topics in Public Administration PA - Campus ULV

Discuss Public Management topics, contributing to participants' academic, professional and personal development. It allows the participant to reformulate administrative policies from different levels of public authorities, involving human and procedural management elements.

*Foundational theories and contemporary approaches; Public Personnel; Policy Formation, Budgeting, and Auditing. Company visits and Business cases. Business English.*

### Communication: Design & Innovation CDI - Campus CSUN

The program aims at providing to those interested in Communication and Marketing the capability of articulating the company strategy, based on creative processes such as media positioning and communication message design.

*Managing Integrated Marketing Communications; Communication Design; Innovation & New Trends in Business Communication. Company visits and Business cases. Business English.*

## 5 - Summer/Winter Programs to Graduate Students

### Advanced Topics in Project Management ATPM - Campus ULV

This program uses PMBok as a reference, focusing subjects that go beyond content dealt by Project Management Institute with special attention to the human factor in projects.

*Project Management, Strategy, and Strategic Thinking; Management for Project-Based Companies; The challenges of conducting people; Risk Management. Company visits and Business Cases.*

### Advanced Topics in Business Strategy ATBS - Campus ULV

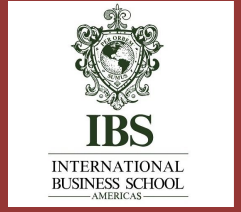
Students will be in contact with the most advanced Corporate Strategy with case studies about the topic, developing market strategies with an international view of the subject.

*Internal and External assessment; Competitive Analyzes; Forecasting tools and techniques; Types of Strategy; Types of strategy; Restructuring and reengineering. Company visits and Business Cases.*

### Advanced Topics in Financial Decisions and Corporate Policy ATFD - Campus ULV

Study concepts and advanced business cases related to financial management. It allows the participant to implement actions to their organization from an international view of the subject.

*Capital markets, Consumption, and Investment; Performance Management and Incentive Design; Volatility in Exchange Rates; International Financial Systems. Company visits and Business Cases.*



## 6 - Program Structure

### 6.1 – Program Price

ULV and CSUN-Northridge are accepting students from foreign countries. Send us your application form and attend this once in a life time opportunity. IBS-Americas is offering scholarships that covers up to 70% of the tuition costs. See below normal values and the scholarship that may be granted to you by CV analysis.



*“The goal of our programs is to link management theory with international business experience.”*



| Program              | Full Tuition Fee | Scholarship | Net Cost to Student* |
|----------------------|------------------|-------------|----------------------|
| ATBS, ATFD           | US\$ 6.990       | US\$ 4.890  | US\$ 2.190           |
| ATPM                 | US\$ 6.340       | US\$ 4.438  | US\$ 1.990           |
| SM, FA, LHM, PA, CDI | US\$ 5.990       | US\$ 4.193  | US\$ 1.890           |
| BEFL                 | US\$ 4.190       | US\$ 2.933  | US\$ 1.347           |

\*Final cost to students with the 70% scholarship discount consideration, and with the enrollment fees (US\$ 90). This value can be paid up to 7 installments without interest, depending on your preferred date of departure. The course must be fully paid 45 days prior to its start.

### 6.2 - Estimates of Additional Costs:

**Accommodation:** the program also subsidizes, at ULV, accommodation at Double Tree by Hilton or similar. Our students pay only US\$ 36 per person, double room, including breakfast, internet in the lobby, parking in a double room. At CSUN students have special prices at Extended Stay America, paying approximately US\$ 48 per person a day, in double room.

**Meals:** lunch is served at ULV and costs approximately US\$ 8, including main dish, beverage and dessert. For students at CSUN, there are several restaurants in the Campus.

### 6.3 - Certificates

The students will receive two certificates:

**Certificate of Attendance:** Issued by the University of La Verne or by the California State University (in the chosen field of study).

**Business English Program:** Issued by the ELS or by the California State University.

### 6.4 - Upcoming Dates

Enrollment for classes is now open for courses that will be offered in:

| 2016  | 2017   |
|---|--|
| <b>Undergraduate</b>  | <b>Undergraduate</b>   |
| <b>January: three-week option</b><br>Starts: Jan/11th/2016<br>Finishes: Jan/28th/2016 | <b>January: two-week option</b><br>Starts: Jan/9th/2017<br>Finishes: Jan/26th/2017   |
| <b>July: three-week option</b><br>Starts: Jul/11th/2016<br>Finishes: Jul/28th/2016    | <b>July: three-week option</b><br>Starts: Jul/10th/2017<br>Finishes: Jul/27th/2017   |
| <b>Graduate</b>   | <b>Graduate</b>  |
| <b>September: two-week option</b><br>Starts: Sep/5th/2016<br>Finishes: Sep/16th/2016  | <b>September: two-week option</b><br>Starts: Sep/4th/2017<br>Finishes: Sep/15th/2017 |

**\*Upon request, students will be issued transcripts for the program.**