



IBS

INTERNATIONAL
BUSINESS SCHOOL
AMERICAS

Course description

CONTENT

- 1 Presentation
- 2 Course description
- 3 A program tailored to your needs
- 4 Company visits
- 5 Course outline
- 6 Fees, dates and application

Presentation

The International Business School Americas organizes and promotes courses in Administration and Business English in partnership with State University of New York at New Paltz, with Mount Saint Mary College and with College of Saint Rose. These institutions offer students of higher education the opportunity to attend intensive courses in the United States. They take place in January and July every year and cover interesting topics for young professionals.

The 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 programs abroad.

Students are always supported.

We welcome you to apply and participate in our programs.

Prof. Ricardo Britto, PhD.

Doctor in Management from FEA/USP

Dean of International Business School Americas

Course description

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

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 below)

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

The courses take place 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.

* The three institutions offer the same programs; therefore, the program venue is variable. You can check the schedule by sending us an e-mail

Our courses, that are equivalent to a postgraduate extension, were structured to take place between school semesters.

A program tailored to your needs

The programs, equivalent to a postgraduate extension, have been structured to take place between the school semesters. This allows students to extend their expertise and participate in an international program without having to interrupt their ongoing studies.

The certificate is awarded to students by their attendance to classes. There is no final examination, instead the students present seminars and weekly assignments. The goal is to structure an interactive and concrete program in which students actually become involved in the development of practical activities.

Course content*

- **Marketing and Value Management - MVM**

Identifying Marketing Opportunities; Developing Marketing Plans; Building Competitive Marketing Mix. Company visits and Business cases. Business English.

- **Competitive Project Management - CPM**

Foundations of Project Management; Special topics in Project Management; New frontiers in Project Management. Company visits and Business cases. Business English.

- **Corporate Financial Management - CFM**

Introduction to Corporate Financial Management; Strategy and Financial Budget; Special topics in Financial Management. Company visits and Business cases. Business English.

- **Strategic Thinking - ST**

Introduction to Strategic Thinking; Environmental and Internal Analysis; Building Competitive Strategies. Company visits and Business cases. Business English.

- **Health Care Management - HCM**

Hospital management; Health Law and bioethics; Health financing; Hospital and clinic visits; Business Cases and Business English.

- **Business English First Lessons - BEFL**

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

Books and reference material: students will receive a set of articles to read, within 6 months in advance, enabling the best preparation for classes.

* Program content is subject to change without previous notice.



The Campus site of SUNY at New Paltz

Visits to local companies, organizations and other events

The group will visit a company or have lectures with local executives to provide an opportunity to interact with the reality of business in the United States.

Students will also get suggestions for visits to organizations and events they can make on their own spare time.

Course Outline

The State University of New York (SUNY), Mount Saint Mary College (MSMC) and the College of Saint Rose (CSR) offer a wide range of undergraduate and graduate courses, with more than 150 programs in different areas of knowledge.

Founded in 1828, the State University of New York campus, where our programs are developed, is located in New Paltz, Ulster County, an hour and fifty minutes from the island of Manhattan. See more information at

<http://www.newpaltz.edu/> .

Mount Saint Mary College is a private non-profit institution, founded in 1959. Its campus is located at Newburgh, ninety minutes away from Manhattan. See more information at

<http://www.msmc.edu/> .

And finally the College of Saint Rose, founded in 1920, with its main campus located at the capital of the New York state, Albany (two hours from Manhattan). See more information at

<http://www.strose.edu/> .

Under the guidance of Professor Ricardo Britto, PhD, the program will provide assistance to students in their preparation and travel to the course, so that they can make the most of this international experience.

Our goal is to offer international education with a focus on the reality of young professional. Aware of the difficulties for students to attend a program abroad, we provide a set of documents and information to students, making easy the process of organizing the trip. In short, you will receive:

- Texts of background reading in order to complete their preparation for classes, with several weeks in advance;
- Invitations to attend meetings with the group, sharing information and meeting the people who will take the course;
- Guidance on how to book accommodation at very affordable prices (see section Estimates of Expenditures on page 4);
- Documents for obtaining a visa to travel to the USA;
- Suggestions for tours, sightseeing, shopping and visits in their free weekends.

Finally, we work to organize your program perfectly so that you can make the most of it. We also give participants total freedom to set their schedules and routines outside classroom.



Auditorium at University of NY, at New Paltz

*International education
with focus on the special
characteristics of
exchange students.*



Course fees

The State University of New York at New Paltz, Mount Saint Mary College and the College of Saint Rose are accepting students from foreign countries. Send us your application form and apply.

Course	Tuition Fee	Enrollment Fee
MVM, CPM, CFM, ST, HCM	US\$ 7.470	US\$ 90
BEFL	US\$ 5.490	US\$ 90
Accommodation: U\$ 990, including housing, breakfast and lunch (only on class days).		

*Easy way to pay: By PayPal

Estimates of additional costs:

- 1. Accommodation:** the program offers accommodation at the university campus.
- 2. Flight Tickets:** costs vary depending on the country of origin.
- 3. Meals:** breakfast and lunch served at the university, including main dish, beverage and dessert (only on class days).

Request for Application:

Contact: info@ibs-americas.com

Office: Av. Brig. Luis Antonio, 2393, First Floor
São Paulo - BRASIL - CEP: 01401-000

Upcoming dates

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

-July/15: 3 week option* Starts: Jul/11th/2016 Finishes: Jul/28th/2016	-July/16: 3 week option* Starts: Jul/11th/2016 Finishes: Jul/28th/2016
-January/16: 3 week option* Starts: Jan/11th/2016 Finishes: Jan/28th/2016	-January/17: 3 week option* Starts: Jan/9th/2017 Finishes: Jan/26th/2017

Application process

The first step to participate in this program is by filling and submitting your **Application** to IBS.

For more information regarding the deadline for applications, please contact Prof. Ricardo Britto, by e-mail: info@ibs-americas.com

The evaluation of your application takes about one week, considering your curriculum analysis.

Diploma

Certificate of Attendance - Issued by the institution you attend the program.



July 2013 Graduation Ceremony at SUNY