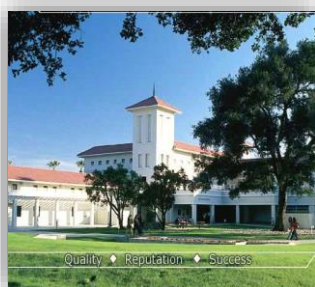


Advanced International Certificates

Partnership between the University of La Verne-California and International Business School Americas

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Visits to local companies, organizations and other events

The group will visit local companies and have lectures with Executives. This opportunity to interact with the business realities of the United States is designed to help immerse you in its business culture.



1. Welcome to the University of La Verne

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

The University offers undergraduate, masters, and doctoral degrees in various fields of knowledge. Classes are taught by Ph.D.'s with extensive professional and academic experience. Host to over 8,500 students ULV prides itself on its small class sizes, inclusive culture, and vibrant campus community.

During your visit, you will study with ULV's outstanding faculty, visit and learn from executives at some of the world's most successful businesses, and take advantage of the many cultural and touristic opportunities Los Angeles has to offer. Students in our group typically represent at least 10 different countries making our programs a truly multicultural experience.

More information may be found on the ULV [website](#). Please take advantage of this interactive [map](#) to learn more about the area.

2. Dates & Duration

September: two-week option	
Starts: Sep/4th/2017	
Finishes: Sep/15th/2017	
January: three-week option Starts: Jan/8th/2018 Finishes: Jan/25th/2018	July: three-week option Starts: Jul/9th/2018 Finishes: Jul/26th/2018
September: two-week option Starts: Sep/3rd/2018 Finishes: Sep/14th/2018	January: three-week option Starts: Jan/7th/2019 Finishes: Jan/24th/2019

Structure

Courses all follow a similar structure designed to give students a blend of classroom learning and hands-on experience. We do our best to ensure student groups are very multicultural. Class sizes are capped at 30 students. All courses are supplemented by an optional 27-hour Business English Module at no additional cost. It will be very difficult to complete the course without attending all classes. Fridays and weekends are left open so students may explore Los Angeles and enjoy cultural opportunities. Please note, a graduation ceremony replaces the company visit during the final week of the course.

3 Week Course Structure*:

	Monday	Tuesday	Wednesday	Thursday	Friday
9:30am-12:20pm	Lecture	Lecture	Lecture	Seminar	Company Visit (optional)
2pm-4:30pm	Business English	Business English	Business English	Company Visit	

2 Week Course Structure*:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:30am-12:20pm	Lecture	Lecture	Lecture	Lecture	Seminar	Company Visit (optional)
2pm-4:30pm	Business English	Business English	Business English	Business English	Company Visit	

*The schedule is reversed for half the students.

3. Investment & Scholarship

Thanks to the generosity of public and private foundations, we are able to offer a scholarship. The table below shows course costs with and without tuition. There additional \$90 enrollment fee represented in the net cost.

Program	Full Tuition Fee	Scholarship	Net Cost to Student*
Advanced Topics in Business Strategy/Financial Decisions & Corporate Policy	US\$ 6.990	US\$ 4.890	US\$ 2.190
Advanced Topics in Project Management/Marketing Management	US\$ 6.340	US\$ 4.440	US\$ 1.990
Undergraduate Courses	US\$ 5.990	US\$ 4.100	US\$ 1.890

*Final cost to students with 70% scholarship and the enrollment fee (US\$ 90). This value can be paid in 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.

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



Application Process

The first step is to apply for a scholarship by submitting an **Application Form**.

Please email Programs Assistant, Steven Jewell to request an **Application Form**:

goabroad@ibs-amercas.com

Credit Transfer

Students interested in transferring credits will be evaluated on the following criteria: final project presentation, final exam, class participation, and class attendance. The final grade and student attendance rate will be available on the Transcripts Report issued upon student request.

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 (listed on the following pages), classes schedule, attendance rate and final grade.

Trip Preparation

We provide the following support to enhance your experience abroad:

- Background readings in advance to ensure full preparation for classes
- Guidance on how to get accommodation at affordable prices
- Documents and guidelines for obtaining a visa to enter the USA
- Assistance from staff is available at all times throughout your time in California

"The goal of our programs is to link management theory with international business experience."



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4. Course Information is Listed Below

Strategy & Marketing

Student Profile: Undergraduate students and recent graduates interested in improving their business knowledge and decision-making.

Objective: Students will analyze and apply modern theories in Strategy & Marketing and learn to develop strategic plans for their future organizations.

What are the tools used by successful Business Professionals in the modern global economy? Learn the cutting-edge theories utilized by executives to develop strategic plans designed to maintain competitiveness in their markets. Analyze results using Balanced Scorecard concepts and Key Performance Indicators. Reflect on companies' international marketing strategies through use of case studies. Visit some of the world's most successful companies to integrate in-class theory with actual Strategy & Marketing practices.

Academic Itinerary*:

1st week: Strategic Thinking

Change Management; Leadership, Strategic Management and Change Management; Mission, Vision, and Social Responsibility.

2nd week: Strategic Planning

Core Competence; Key Performance Indicators and a Balanced Scorecard; Strategic Alignment.

3rd week: Marketing and Market Conquest

Marketing in the International Arena - Landscapes and Trends; Managing Cultural and Legal Differences Between Countries.

*Subject to change per program coordination

Professors

Prof. F. Steve Fialho

Dr. Douglas Chun

Dr. Omid Furutan



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Finance & Accounting

Student Profile: Undergraduate students and recent graduates interested in improving their business knowledge and decision-making.

Objective: Students will learn how and when to apply cutting edge tools and theories in modern global Finance & Accounting.

What does it take to be successful Financial Professional in modern business world? Learn contemporary practices in global finance and accounting, International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (US GAAP). Analyze how international companies distribute their investments to meet variable market demands. Visit some of the world's most successful companies to integrate in-class theory with actual Finance & Accounting practices.

Academic Itinerary*:

1st week: Financial Environment

Domestic and Global Financial Environment; Financial Goals and Corporate Governance; Leverage, Return on Investment.

2nd week: Global Finance

Financing the Global Firm; Global Cost, Financial Structure and Currency Swaps.

3rd week: Global Accounting

Advanced Financial Accounting; International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles (US GAAP).

*Subject to change per program coordination

Professors

Prof. Claudio Munoz

Prof. Richard Hasse

Dr. William Hippler



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Leading & Coaching Human Organization

Student Profile: Undergraduate students and recent graduates interested in improving their business knowledge and decision-making.

Objective: Students will learn skills to consciously cultivate effective leaders within organizations.

What does it take to be a successful Human Resources Manager in modern companies? Learn current techniques for planning and implementing information systems used to manage people. Study concepts critical for leadership development at multinational corporations. Examine how successful managers practice coaching skills that create value for their organizations. Visit some of the world's most successful companies to integrate in-class theory with actual Leading & Coaching practices.

Academic Itinerary*:

1st week: Leading the People Side of Business

Introduction to Human Resource Management & Employment Law; Job Analysis, Description, and Design; Employee Separation & Retention.

2nd week: Developing Leaders with Emotional Intelligence and Resonance

Emotions at Work; Individual Change & Development; Becoming a Resonant Leader.

3rd week: Coaching as Leadership

Coaching with Distinctive Human Strengths; Discovering How People Learn; Coaching Skills Practice.

*Subject to change per program coordination

Professors

Dr. Loren R. Dyck



Advanced Topics in Business Strategy

Student Profile: Experienced professionals, MBA's, and those near the completion of an MBA or equivalent degree interested in improving their business decision-making.

Objective: Students will capably integrate internal and environmental analyses to create decision-making processes that result in better business decisions.

How do successful businesses navigate complexity, turbulence, and ever-changing markets? Globalization has made decision-making processes increasingly challenging for managers. Experienced professionals and MBA degree holders, enjoy a unique opportunity to discuss cases and make and analyze decisions using business simulation software. They discuss results within competitive teams using contemporary theories to evaluate decisions. The course is intended to hone students' business acumen by conveying an understanding of decision-making process results and consolidating participants' current strengths. Participants will meet with top executives at relevant companies to learn how these theories are currently being implemented in some of the world's most successful businesses.

Academic Itinerary*:

1st week: Environmental Analysis and Opportunity Scanning

Internal and External Assessment; External Forces Affecting Business Policies; Competitive Analysis; Industry Analysis.

2nd week: From Strategic Planning to Strategic Thinking

Forecasting Tools and Techniques; Types of Strategies; Matching Structure and Strategy; Restructuring and Reengineering; Managing Resistance to Change.

3rd week: Strategy: Execution and Control Methods

The Nature of Strategy Evaluation; Key Performance Indicators and Maintaining a Balanced Scorecard; Strategic Alignment and Contingency Planning;

*Subject to change per program coordination

Professors

Dr. Richard E. Simpson

Dr. Douglas Chun



Advanced Topics in Financial Decisions and Corporate Policy

Student Profile: Experienced professionals, MBA's, and those near the completion of an MBA or equivalent degree interested in financial management and developing better corporate policies.

Objective: Students will be able to develop corporate financial policies for their organization.

A CFOs role goes beyond traditional the financial management and control process. Today, as corporations' cross borders and leverage their operations on a global scale, companies expect CFOs to think strategically. This program imparts students with a solid foundation of knowledge in the theory of finance. Participants use their strong academic and professional background to go deeper into recent developments of this area. Additionally, we investigate an international perspective to financial decisions. Company visits with top executives from some of the world's most renowned American businesses give participants a remarkable opportunity to cross-check theory with demands of real-life businesses.

Academic Itinerary*:

1st week: The Theory of Finance and Financial Decision Making;

Capital Markets, Consumption, and Investment; Market Equilibrium: CAPM and APT; Option Pricing Theory and Evidence; Capital Budgeting: NPV, TIR, and Real Option Analysis.

2nd week: Corporate Policy: Theory, Evidence and Applications;

Performance Management and Incentive Design; Capital Structure and the Cost of Capital; Acquisitions, Divestitures, Restructuring, and Corporate Governance.

3rd week: International Financial Management;

The Term Structure of Interest Rate; Forward Contracts, and Futures; Volatility in Exchange Rates; International Financial Systems; Management of Foreign Exchange Risks; The Cost of Capital and Currency Risk.

*Subject to change per program coordination

Professors

Dr. Paul J. Abbondante

Dr. Gonyung Park



Advanced Topics in Project Management

Student Profile: Experienced professionals, MBA's, and those near the completion of an MBA or equivalent degree interested in improving their business decision-making.

Objective: Broaden participants understanding of how to navigate the human side of Project Management, especially for large-scale multicultural projects.

What does it take to be a successful Project Manager in the modern business world? This program offers cutting edge knowledge on the most challenging areas in Project Management. It covers tools and concepts useful for leading local and global projects. We go beyond traditional PMBoK contents to focus specifically on the human element of Project Management and explore topics not typically investigated by PMOs. We examine an international perspective to project management by discussing global cases in intercultural groups. Visits with Project Managers at some of the world's most renowned businesses give participants the opportunity to integrate in-class theory with actual PM practices.

Academic Itinerary*:

1st week: Strategy & Management for Project Based Organizations

Project Management, Strategy, and Strategic Thinking; Project-Based Organizational Structures; Management for Project-Based Companies.

2nd week: The Human Side of Project Management

Facing the Challenges of Directing People on Projects: Individual Differences (Personality, Skills, and Abilities); Successful Leadership in Projects and Organizations; Building Cohesiveness Across Teams; Overcoming Challenges in Conducting Multicultural Teams.

3rd week: Managing Megaprojects

Virtual Teams; Introduction to Mega Projects; Risk Management: Proactive Risk Management and Contingency Planning; Outsourced Projects.

*Subject to change per program coordination

Professors

Dr. Douglas Chun

Dr. Issam Ghazzawi

Dr. David S. Kung



Advanced Topics in Marketing Management

Student Profile: Experienced professionals, MBA's, and those near the completion of an MBA or equivalent degree interested in developing marketing strategies.

Objective: Broaden participants understanding of Marketing Management focused on the global business environment, essential to marketing professionals

How does one develop unique & effective Marketing strategies in this new era of technology that exists within the modern business world? This program will give you the tools and knowledge necessary to not only effectively market your product but how to target and position them around the Globe.

Academic Itinerary*:

1st week: Managing customers in the Globalized World

Segmentation, Targeting and Positioning Global Products; Customer Value and Satisfaction; Social Media and the e-Customer; Business Cases and Company visits.

2nd week: International Products and Branding

Product and Brand Decisions in the Global Arena; Extend, Adapt and Create New Products; Cross Cultural Communication and Public Relations; Business Cases and Company visits.

3rd week: Managing Global Markets and Offerings

Global Market Entry Strategies; International Partnerships; Market Expansion Strategies; Business Cases.

*Subject to change per program coordination

Professors

Will be provided at a later date



5. Useful Information

Estimation of Expenses

The program also subsidizes, at ULV, accommodation at the [Double Tree by Hilton](#) or a similar hotel such as [Ontario Airport Hotel](#). Our students pay only US\$ 39 per person a day for a double room including breakfast, internet in the lobby, and parking. While hotel facilities are excellent, some previous students have found success using Airbnb.

Estimation of Expenses

Expense	Rate	Total
Tuition	\$1,800 + \$90 enrollment fee ¹	\$1,890
Plane Ticket	\$1,000 ²	\$750
Accommodations	\$39/night for 16 nights ³	\$858
Food	\$25/day for 16 days ⁴	\$400
Car Rental + Gas	\$560 for car, \$100 for gas, split between 5 people	\$132
Total		\$4,030

¹ The cost of all our "Advanced Programs is \$2,100 + \$90 enrollment fee

² The airplane ticket is the most critical variable controlling the program's affordability. As LAX is a massive international airport, flight costs are often lower. We recommend students use <https://matrix.itasoftware.com/> to find the cheapest available flights. [Norwegian Air](#) can be used in conjunction with Itamatrix to find truly cheap deals. By changing their arrival and departure dates by even just one day, students can potentially save hundreds of dollars.

³ The two hotels subsidized through our scholarship have truly excellent facilities. Breakfast is included at both locations.

⁴ Lunch is subsidized by the university. Students can eat a very satisfying lunch for \$8 on campus.



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