

# International Business Certificates

Partnership between Universidade Paulista and International Business School Americas

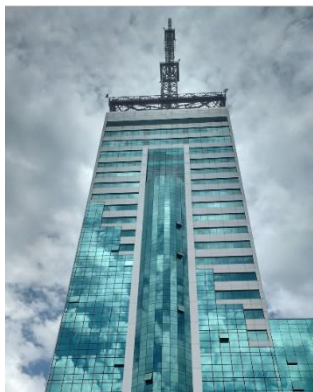
## 1. Welcome to Universidade Paulista

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Founded in 1988, Universidade Paulista (UNIP), is one of the five largest private universities in Brazil. Courses are hosted at UNIP Vergueiro, the university's center for the development and dissemination of post-graduate knowledge located near Paulista Avenue, the heart of São Paulo's financial district. São Paulo itself is the most populous and wealthiest Brazilian city. It has a powerful economy, constituting 20% of the Brazilian GDP. The center of international business in Latin America, the headquarters of thousands of multinational companies from all over the world share this dynamic city with its welcoming population. Explore this interactive [map](#) to learn more about the city, the locations of campus, and accommodations.

Classes are taught by Ph.D.'s from University of São Paulo (USP) faculty, MSc's, researchers, and specialists in their fields of expertise. Our incredibly multicultural student body fosters students' ability to effectively network, work as a team, and gain cultural competency with people from all over the world. Company visits to some of Brazil's most successful businesses offer the opportunity to integrate theory with practical perspectives currently utilized in the business world. Programs are scheduled to allow students to take advantage of the many cultural and touristic opportunities São Paulo and Brazil have to offer.



**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 Brazil is designed to help immerse you in its business culture.*



## 2. Dates & Duration

<b>January: two-week option</b> Starts: Jan/22nd/2018 Finishes: Feb/1st/2018	<b>July: three-week option</b> Starts: Jul/9th/2018 Finishes: Jul/26th/2018
<b>August: three-week option</b> Starts: Jul/30th/2018 Finishes: Aug/16th/2018	<b>January: two-week option</b> Starts: Jan/14th/2019 Finishes: Jan/24th/2019
<b>July: three-week option</b> Starts: Jul/8th/2018 Finishes: Jul/25th/2018	

## Structure

Courses are 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. It will be very difficult to complete the course without attending all classes. Fridays and weekends are left open so students may explore the Brazil 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
9am-12:30pm	Lecture	Lecture	Lecture	Seminar	Company Visit (optional)
2pm-4:30pm	Survival Portuguese	Survival Portuguese	Survival Portuguese	Company Visit	

2 Week Course Structure:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am-12:30pm	Lecture	Lecture	Lecture	Seminar	Seminar	Company Visit (optional)
2pm-4:30pm	Survival Portuguese	Survival Portuguese	Survival Portuguese	Company Visit		

### 3. Investment & Scholarship

Thanks to the generosity of public and private foundations, we are able to offer students a 70% scholarship towards tuition. The table below shows course costs with and without tuition. There is an additional \$90 enrollment fee represented in the net cost.

*International education with focus on the special characteristics and needs of business in the emerging markets*

Program	Full Tuition Fee	Scholarship	Net Cost to Student*
Strategy and Marketing for Emerging Countries - SMEC	US\$ 4.200	US\$ 2.940	US\$ 1.350
Survival Portuguese - SP	US\$ 1.510	US\$ 1.057	US\$ 543
SMEC + SP	US\$ 5.710	US\$ 3.997	US\$ 1.790



\*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 students' preferred date of departure. The course must be fully paid 45 days prior to its start.

#### Application Process

The first step is to apply for a scholarship by filling and submitting your **Application Form**. Choose your course and email *Julio Souza* to request an application:

julio.souza@ibs-americas.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 students' Transcript 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 a 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 Brazil
- Assistance from staff is available at all times throughout your time in Brazil

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



## 4. Course Information is Listed Below

### Strategy & Marketing for Developing Countries

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

**Objective:** Students will learn the main characteristics of emerging countries and how businesses find success in these frontier markets.

Brazil, Russia, India, and China are the new business frontiers of the modern economy. Learn how social and economic factors affect both how businesses in these countries are conducted, as well as the strategies they employ to find success. Discuss theory, examine case studies, analyze data, and learn from professionals with significant market experience.

#### **Academic Itinerary\*:**

**1<sup>st</sup> week: Business Opportunities**

Analyzing the Characteristics of the Consumer Market, Industry and Agribusiness in Emerging Countries.

**2<sup>nd</sup> week: Marketing**

Conquering the Market in Emerging Countries, Understanding Global Trade, Consumer Behavior and Decision-Making in Emerging Countries.

**3<sup>rd</sup> week: Logistics & Structure**

Implications of Incomplete Networks of Airports, Railways, and Roads, Freight Companies in Brazil and Other Emerging Companies

\*Program and professors subject to change per program coordination

#### **Professors**

Luiz Carnier

Roberto Falcão

Renato Costa

Marcus Nakagawa

Evodio Kaltenecker

Erlana Castro

Rubens Bonon



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INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —



## Survival Portuguese

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

**Objective:** Learn basic Portuguese.

Students will study basic grammar, vocabulary and practice day-to-day situations such as ordering food at a restaurant, buying a product, and asking for directions.

### Professors

Jessica Curuchi

Valeria Curuchi

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## 5. Useful Information

### Estimation of Expenses

We suggest four different conveniently options for accommodations: [Olah Hostel](#) (\$15/day), [Aki Hostel](#) (\$15/day), [Brazilodge Hostel](#) (\$20/day), and the [Ibis Budget Hotel](#) (\$48/person in shared room). Mention IBS for a 10-15% discount at each hostel location. While suggested facilities are excellent, some previous students have found success using Airbnb.

#### Estimation of Expenses

Expense	Rate	Total
Tuition	\$1,260 + \$90 enrollment fee <sup>1</sup>	\$1,350
Plane Ticket	\$1,000 <sup>2</sup>	\$1000
Accommodations	\$15/night for 21 nights <sup>3</sup>	\$315
Food	\$25/day for 21 days <sup>4</sup>	\$630
Transportation	\$3/day for 21 days	\$63
<b>Total</b>		<b>\$3,360</b>

<sup>1</sup> If students take Survival Portuguese \$453 is added to the final cost.

<sup>2</sup> We recommend students use <https://matrix.itasoftware.com/> to find the cheapest available flights. However, Brazilian airlines collude, making it difficult to find international flights to São Paulo significantly below this cost.

<sup>3</sup> Olah Hostel is the only recommended accommodation that offers facilities to cook.

<sup>4</sup> The first Sunday before classes begin we'll take students wishing to economize to the Feira (an outdoor neighborhood farmer's market). Though cooking will be necessary, students can expect to pay roughly ~\$30 per person per week (vs. ~\$30/day eating out) for seafood, steak, chicken, pork, local & fresh fruits, vegetables, herbs, grains, etc. **This should save students ~\$500.**

