

# International Business 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

<b>January: three-week option</b> Starts: Jan/7th/2019 Finishes: Jan/24th/2019	<b>January: three-week option</b> Starts: Jan/6th/2020 Finishes: Jan/23rd/2020
<b>July: three-week option</b> Starts: Jul/08th/2019 Finishes: Jul/25th/2019	<b>July: three-week option</b> Starts: Jul/6th/2020 Finishes: Jul/23rd/2020
<b>September: two-week option</b> Starts: Sep/2th/2019 Finishes: Sep/13th/2019	<b>September: two-week option</b> Starts: Aug/31st/2020 Finishes: Sep/11th/2020

## 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
9:00am-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 70% scholarship. 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 North American business*

Program	Full Tuition Fee	Scholarship	Net Cost to Student*
Undergraduate courses	US\$ 6.290	US\$ 4.400	US\$ 1.977
Advanced Topics in Project Management / Marketing Management	US\$ 6.660	US\$ 4.660	US\$ 2.090
Advanced Topics in Business Strategy / Financial Decisions & Corporate Policy	US\$ 7.340	US\$ 5.140	US\$ 2.290

\*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.



#### Application Process

The first step is to apply for a scholarship by filling and submitting your Application Form. Click [here](#) to apply or email our team for more information:

goabroad@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 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 and 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\*:

##### 1<sup>st</sup> week: **Strategic Thinking**

Change management; Leadership, Strategic Management and Change management; Mission, vision, and Social Responsibility.

##### 2<sup>nd</sup> week: **Strategic Planning**

Core competence; Key Performance Indicators and Balanced Scorecard; Strategic Alignment.

##### 3<sup>rd</sup> week: **Marketing and market conquest**

Marketing in the International Arena - landscape 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 E. Furutan



# Finance and 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\*:**

### 1<sup>st</sup> week: **Financial Environment**

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

### 2<sup>nd</sup> week: **Global Finance**

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

### 3<sup>rd</sup> 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



# 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\*:**

### 1<sup>st</sup> week: **Leading the People Side of Business**

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

### 2<sup>nd</sup> week: **Developing Leaders with Emotional Intelligence and Resonance**

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

### 3<sup>rd</sup> 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\*:**

#### 1<sup>st</sup> week: **Environmental Analysis and Opportunity Scanning**

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

#### 2<sup>nd</sup> 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.

#### 3<sup>rd</sup> 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



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## 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 CFO's 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\*:

**1<sup>st</sup> 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.

**2<sup>nd</sup> 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.

**3<sup>rd</sup> 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



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## 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\*:**

#### **1<sup>st</sup> week: Strategy & Management for Project Based Organizations**

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

#### **2<sup>nd</sup> 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.

#### **3<sup>rd</sup> 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\*:**

### **1<sup>st</sup> 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.

### **2<sup>nd</sup> 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.

### **3<sup>rd</sup> week: Managing Global Markets and Offerings**

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

Business English module: included in the program, 27 hours

\*Subject to change per program coordination

## **Professors**

Dr. An Tran

Dr. Astrid Keel

Dr. Jonathan Lee



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## 5. Useful Information

### Estimation of Expenses

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

### Certificates

Certificate of Attendance & Transcript: Issued by the University of La Verne (in the chosen field of study).

## 6. Application Process

The first step is to apply for a scholarship by filling and submitting your Application Form. Click [here](#) to apply or email our team for more information: [goabroad@ibs-americas.com](mailto:goabroad@ibs-americas.com).

