



**IBS**

INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —

# New York State Program

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## Program

International Business School Americas is an institution of higher education focused on coordinating and promoting intensive management programs in Administration and Business English in partnership with State University of New York.

These institutions offer students the opportunity to attend intensive courses in the United States. They take place in January and July every year and cover a variety of cutting edge topics, relevant to driven young professionals. The International Business School Americas is 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 complete programs abroad. We are proud to be able to support our students with an extensive scholarship program. We welcome you to apply and participate in our programs, and we look forward to getting to know you.

**Prof. Ricardo Britto, PhD.**

## Course description

The programs are aimed at undergraduate students 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).

All courses are taught in English. This, together with additional inter-curricular activities, allow the student to gain profound knowledge of American affairs.

Classes 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**

## A program tailored to your needs

Our programs have been structured to take place between school semesters. This allows students to extend their expertise and participate in an international program without having to interrupt their ongoing studies.

A certificate of completion is awarded to students based on their attendance and participation in 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 become involved in the development of practical activities.

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



The Campus of SUNY at New Paltz

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

## Course content\*

- **Marketing and Value Management - MVM**

**1<sup>st</sup> week: Identifying Marketing Opportunities (Monday-Thursday):** Monitoring the Marketing Environment; Understanding Buyer Behavior; Researching the Marketplace; Segmentation, Targeting, and Positioning. Company visits and Business Cases.

**2<sup>nd</sup> week: Developing Marketing Plans (Monday-Thursday):** Define the business mission/vision; Conduct situation analysis (e.g. SWOT); Identify opportunities (e.g. segmentation, targeting, and positioning); Implement marketing mix (4Ps); Evaluate performance (e.g. marketing matrix, research). Company visits and Business Cases.

**3<sup>rd</sup> week: Building Competitive Marketing Mix (Monday-Thursday):** Designing products to deliver value; Designing and managing the distribution channel; Communications Plan; Pricing - customer value based. Company visits and Business Cases.

- **Competitive Project Management - CPM**

**1<sup>st</sup> week: Foundations of Project Management (Monday-Thursday):** Project examples; Needs identification, Project Selection, RFP models; A&D High Tech Case; Introduction to SharePlan Central (in lab); Proposed solutions, The project, Planning the project; Proposal example, Scheduling, SharePlan scheduling in lab. Company visits and Business Cases.

**2<sup>nd</sup> week: Special topics in Project Management (Monday-Thursday):** Resources, cost planning & performance; SharePlan costs in lab; Managing project risks; PERT; SharePlan Scheduling and Resources (in lab); SharePlan cost & control (in lab); The project manager and the project team. Company visits and Business Cases.

**3<sup>rd</sup> week: New frontiers in Project Management (Monday-Thursday):** Reducing Project Duration; SharePlan time changing in lab; International Projects; Outsourcing; Project presentations.

- **Corporate Financial Management - CFM**

**1<sup>st</sup> week: Introduction to Corporate Financial Management (Monday-Thursday):** Time Value of Money; Risk and Return; Bond and Stock Valuation. Company visits and Business Cases.

**2<sup>nd</sup> week: Strategy and Financial Budget (Monday-Thursday):** Capital Budgeting; Working Capital; Mergers, Acquisitions and IPOs. Company visits and Business Cases.

**3<sup>rd</sup> week: Special topics in Financial Management (Monday-Thursday):** Financial Statement and Ratio Analysis; Stock and Bond Markets/Investments; Derivatives and Hybrids; Portfolio Management. Company visits and Business Cases.

- **Strategic Thinking - ST**

**1<sup>st</sup> week: Introduction to Strategic Thinking (Monday-Thursday):** Overview of strategic management. Main thoughts/schools/models of strategic management. General environment; Industry Analysis (Porter's Five-force Model of Competition). Value Net analysis and Game Theory model. Business Cases.

**2<sup>nd</sup> week: Environmental and Internal Analysis (Monday-Thursday):** Hyper-competition, Disruptive Changes, and New trends of Strategic Management at Information Age. Strategy and Society. Capability, Knowledge, Competency Analysis. Business Cases.

**3<sup>rd</sup> week: Building Competitive Strategies (Monday-Thursday):** Cost Leadership Strategy; and How to fight with cost leaders; Differentiation Strategy; Sourcing Strategy/Vertical Integration/Diversification Strategy; International Strategy. Entry Modes; Global strategy; Transnational strategy; Strategic Implementation; Back Bay Battery Strategic Simulation from HBS. Business Cases.

- **Business English First Lessons - BEFL**

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

## Course Outline

The State University of New York (SUNY) offers a wide range of undergraduate and graduate courses, with more than 150 programs in different areas of study.

The State University of New York campus, where our programs were developed, is located in the town of New Paltz and also in Albany. Our programs in January take place at Albany campus, and our programs in July take place at New Paltz campus.

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



*Auditorium at University of NY, at Albany*

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

Our goal is to offer international education with a focus on the realities of the young professional. We are aware of the difficulties involved in students attending a program abroad, and we provide a set of documents and information to students, making easy the process of organizing the trip. In order to best assist you, you will receive:

- Texts of background reading so that you may complete class preparation several weeks in advance of travel;
- Invitations to attend meetings with the group, sharing information and meeting the people who will take the course;
- Documents for obtaining a visa to travel to the USA;
- Suggestions for tours, sightseeing, shopping and visits during your free weekends.

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*Our programs have been structured to take place between school semesters.*

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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.



*Campus Albany  
(State University of New York)*



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

The group will visit a local company or have lectures with local executives. These trips and lectures provide the opportunity to gain first hand knowledge about the intricacies of American business settings.

Students are also provided with suggestions for visits to other organizations and events that they can undertake in their spare or leisure time.

## Course fees

Send us your application form in order to attend this once in a lifetime opportunity. All of our New York programs are accepting students from foreign countries, and 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 after CV analysis.

Program	Tuition Fee	Scholarship (70% rate)	Final Fee
MVM, CPM, CFM, ST	US\$ 7,470	US\$ 5,229	US\$ 2,241
BEFL	US\$ 5,490	US\$ 3,843	US\$ 1,647

\*The enrollment tuition is US\$90.

\*\*Payment preferably by StudyPay.

### Estimates of additional costs:

- 1. Accommodation:** the program offers accommodation at the university campus. It is a 21 day-pack for US\$ 990 per person in a shared room. It includes breakfast and lunch served at the university, with main dish, beverage and dessert (only on class days).
- 2. Flight Tickets:** costs vary depending on the country of origin.

### Request for Application:

Contact:

GoAbroad@ibs-americas.com

Skype username: ben-ibs

Office: Avenida Brigadeiro Luis Antonio, 2393, First

Floor - São Paulo - BRAZIL  
01401-000

ZIP CODE:

## Upcoming dates

Enrollment for classes is now open for the following programs:

2018	2019
<b>January:</b> <b>Starts: Jan/8th/2018</b> <b>Finishes: Jan/25th/2018</b>	<b>January:</b> Starts: Jan/7th/2019 Finishes: Jan/24th/2019
<b>July:</b> <b>Starts: Jul/09th/2018</b> <b>Finishes: Jul/26th/2018</b>	<b>July:</b> Starts: Jul/08th/2019 Finishes: Jul/25th/2019

## Application process

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

There are a limited number of scholarships available to international students. For more information regarding the deadline for applications, please contact the IBS-Americas staff.

The evaluation of your admission and scholarship application will take approximately one week. If admitted you will then have one week to accept the offer and enroll fully into the program.

## Certificate

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



July 2015 Graduation Ceremony at SUNY