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1 - Program

Market internationalization is no longer a trend and has become a fact. Executives from all over the world face the need to increase their management knowledge, improve their business English skills and acquire vital international experiences. Employers prioritize hiring individuals with a global mindset, and the fundamental skills to lead managerial action across boundaries.

International Business School Americas is focused on coordinating and promoting international educational programs for students, young professionals, and executives. Operating since 2003, over 1,500 students a year from all over the world have enrolled and successfully completed our programs abroad.

The University of La Verne (ULV) is offering undergraduate students the opportunity to attend intensive programs in Administration, Marketing, Finance and Business English in the United States.

Students are supported by an extensive scholarship program, covering up to 70% of the expenses of their chosen course. We welcome you to apply and participate in our programs.

Prof. Ricardo Pitelli de Britto, PhD.

Dean of the International Business School Americas

Coordinator of International Programs at the University of La Verne

Contact in Germany: Prof. Dr. Bosco Lehr, lehr@hs-flensburg.de

2 - Course Description

Courses are aimed at undergraduates in Business Administration, as well as students in other fields with an interest in understanding the foundations of international business. (Please see our list of courses on page 2)

All courses are taught in English. This, together with extra and intra-curricular activities, allow each student to gain a profound knowledge of American affairs. The goal is to develop management training skills parallel with learning the English language. For students with limited knowledge in English, there is the option to attend the program "Business English - First Lessons".

The courses take place over three weeks of full time study in January and July. Classes meet 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.



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3 - Program Organization

Visits to local companies, organizations and other events

The group will visit local companies and have lectures with Executives. This is an opportunity to interact with the business reality of the United States.

Optional visits to organizations and events are suggested to students during their spare time.



University of La Verne

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



The Campus site of ULV in California

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, 40 minutes from Los Angeles.

The university offers undergraduate, masters and doctoral degrees in various fields of knowledge. Classes are taught by doctors with extensive professional and academic experience. The institution is connected to numerous foundations that support international students.

Under the coordination of Dr. Britto, the program will provide assistance to students in their preparation and travel to the course, in order to make the most of their experience. Our goal is to offer international education focusing on the realities that young professionals face.

3.1 – Scholarship Opportunity

Our students are supported by an extensive scholarship program covering up to 70% of the tuition expenses. Whenever necessary we are glad to evaluate the possibility of granting further scholarships for your institution.

3.2 – Application Process

The first step is to apply for a scholarship by filling and submitting your **Application Form**. Students must choose one of the program options available. There are a limited number of scholarships, which are granted based on the availability of funding.

To request the Application Form and more information, please contact

lehr@hs-flensburg.de

3.3 – 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.

In order 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 (also on the next page), classes schedule, attendance rate and final grade.

3.4 – Trip Preparation

We are happy to provide the following support in order to enhance your experience abroad:

- Background readings in advance to ensure full preparation for classes;
- Guidance on how to get accommodation at affordable rates;
- Documents and guidelines for obtaining visa to enter the USA
- Assistance from staff is available at all times during the classes

4 – Graduate Programs

Strategy & Marketing (SM)

Learn more about Strategy and Marketing theories, by utilizing case studies to support your learning. This course allows participants to develop marketing strategies for their companies from an international perspective.

Strategic Thinking; Strategic Planning; Marketing and market conquest. Company visits and Business cases. Business English.

Finance & Accounting (FA)

Improve knowledge in investment analysis, international finance and advanced controllership directed to current market needs.

Financial Environment; Global Finance; Global Accounting. Company visits and Business cases. Business English.

Leading & Coaching The Human Organization (LCO)

Explore elements of human capital management in organizations; assets of great importance in the development of corporate strategies. This course allows the participant to plan and implement changes in personnel management and to monitor its results.

Leading the People Side of Business, Developing Leaders with Emotional Intelligence and Resonance, Coaching as Leadership. Company visits and Business cases. Business English.

Contemporary Topics in Public Administration (PA)

Discuss Public Management topics, contributing to participants' academic, professional and personal development. This course allows the participant to reformulate administrative policies from different levels of public authority, involving human and procedural management elements.

Foundational theories and contemporary approaches; Public Personnel; Policy Formation, Budgeting, and Auditing. Company visits and Business cases. Business English.

Business English First Lessons (BEFL)

Develop skills in the English language aimed at teaching vocabulary and business related expressions. This course allows the participant - a false beginner or an intermediate student to communicate with a degree of fluency and confidence in business-related situations.

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



5 - Program Structure

5.1 – Tuition cost

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 by CV analysis.



Program	Full Tuition Fee	Scholarship	Net Cost to Student*
SM, FA, LHM, PA	US\$ 5.990	US\$ 4.193	US\$ 1.890
BEFL	US\$ 4.190	US\$ 2.933	US\$ 1.347

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

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

**FUAS students
3 week program***



5.2 - Estimates of Additional Costs:

Accommodation: the program also subsidizes, at ULV, accommodation at Double Tree by Hilton or similar. Our students pay only US\$ 39 per person a day, double room, including breakfast, internet in the lobby, parking in a double room.

Meals: lunch is served at ULV and costs approximately US\$ 8, including main dish, beverage and dessert.

5.4 - Upcoming Dates

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

2017	2018	2019
All Programs	All programs	All programs
July: three-week option Starts: Jul/10th/2017 Finishes: Jul/27th/2017	January: three-week option Starts: Jan/8th/2018 Finishes: Jan/25th/2018	January: three-week option Starts: Jan/07th/2019 Finishes: Jan/24th/2019
	July: three-week option Starts: Jul/9th/2018 Finishes: Jul/26th/2018	July: three-week option Starts: Jul/08th/2019 Finishes: Jul/25th/2019

5.3 - Certificates

The students will receive two certificates:

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

Business English Program: Issued by the ELS.

***Upon request, students will be issued transcripts for the program.**

*Net cost, additional cost see 5.2