

CONTENT

- 1 - Presentation
- 2 - Course Description
- 3 - Program Organization
- 4 - Summer/Winter Certificate Programs
- 5 - Program Structure

1 - Program

International Business School Americas is a school focused on coordinating and promoting intensive management programs (lasting three weeks). Every year 1,500 students from all over the world enroll and successfully complete our international programs.

Our mission is to offer quality international education with emphasis on the realities of the business professional, developing a global view, as well as on the fundamental skills needed to lead managerial actions across borders.

IBS-Americas coordinates a scholarship program in partnership with CUOA Business School - Fondazione CUOA, and is welcoming international students interested in developing managerial skills.

We welcome you to apply and to participate in our program!

Prof. Ricardo Britto, PhD

Doctor in Management from FEA/USP



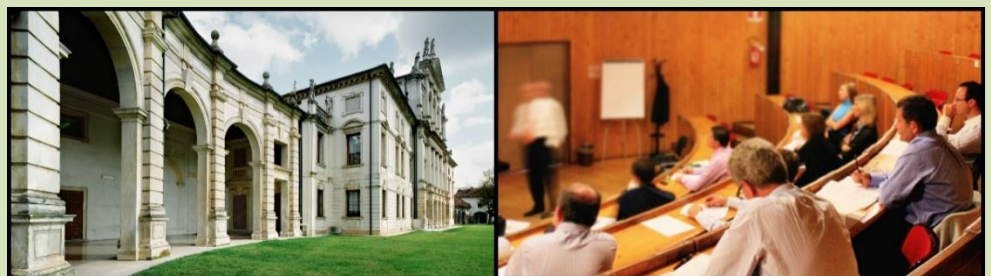
2 - Course Description

Composed of lectures, seminars, and offering optional visits to the World Trade Organization, The United Nations - European headquarters (both in Genève), and to the Milan Fashion District of Milan.

The goal is to offer an overview of contemporary topics on the chosen theme along with a vital international experience, allowing students to get a profound knowledge of European affairs.

The programs are taught exclusively in English, taking place over three weeks, Monday to Thursday, with classes and activities from 9 am to 6 pm (full-time studies). Undergraduate and recent graduate students are eligible to apply.

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





3 – Program Organization

Visits to local companies, organizations and other events

The group will visit local companies and have lectures with Executives, having the opportunity of interacting with business reality of Europe.

Visits to organizations and events will be suggested to the students during their spare time.

Fondazione CUOA, a private non-profit foundation, is one of the most active centers of management training in Europe. Founded in 1957 and recognized by the European Union, it is a business school that operates with support from the Universities of Padova, Trento, Trieste, Ca 'Foscari di Venezia, Udine, Verona and IUAV of Venice.

CUOA Business School offers undergraduate and Master degrees in various fields of knowledge, with its faculty being composed of both professionally and academically experienced specialists. The scholarship program is offered in connection to foundations that support CUOA's internationalization and coordinated by IBS-Americas.

Under the guidance of Prof. Ricardo Pitelli de Britto Ph.D., the program will provide assistance to students in their preparation and travel to the course, as well as once in-country in order that they make the most of their international experience. Our goal is to offer international education focusing on the realities facing young professionals.

3.1 – Scholarship Opportunity

Our students are supported by an extensive scholarship program covering up to 70% of the tuition expenses. All second-year and above, and graduate students, regardless of grade point average, area of study, citizenship or residency status are eligible and encouraged to apply.

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 and They are dependent on the availability of sufficient funding.

To request the Application Form and more information, please contact one of the program assistants:

Ms. Li Jingya:

lijingya@ibs-beijing.cn

Ms. Hao Lu:

hao.lu@ibs-beijing.cn

3.3 – Credit Transfer

Students interested in transferring credits will be evaluated final project presentation, final exam, class participation and class attendance. The final grade and the 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, 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 prices;
- Documents and guidelines for obtaining visa to enter Europe (when necessary);
- Assistance from staff is available at all times during the classes;



The Campus site of CUOA in Europe

Taking place between the ordinary school semesters, our program allows students to participate without interrupting their ongoing studies and breaking professional bonds.

4 - Summer/Winter Certificate Programs*

International Management & Leadership

Objectives of the program: to develop essential skills in management and to create business leaderships no matter the area the participant takes part. It allows the participant to lead managerial posts and people and to improve managerial processes with an international view.

Strategic Thinking: Classical and Contemporary Views of Leadership; leadership versus management; sharing power and confidence.

Business Negotiation & Conflict Resolution: Negotiation Techniques and Strategies; environmental analysis and approach methods; mediator's role in conflict resolution. Role-Playing Game.

Intercultural Management: Globalization and the New Business Arena; international mergers & acquisitions and its impacts over employees; intercultural management foundations.

Business Strategy & Marketing Management

Objectives of the program: to get acquainted with these companies' best practices and reflect upon the usage of these models in emerging countries' context. European companies have been showing great skill at producing products with superior quality in technology and design at the same time they strengthen their brand image in consumers' minds.

Retail & Distribution Management: Communication with Final Consumers and Distribution Chain; managing channel conflicts; optimizing channel structure.

Brand Management: Creating and positioning brands; the power and the challenges of country brands.

Business Strategies for Luxury & Specialty Goods: Globalization and the New Business Arena; international strategy for fashion and design industries.

Creativity, Innovation & New Businesses

Objectives of the program: to enable students and executives to lead innovation processes inside or outside their organizations, developing creative spirit in the managerial context with strategic connections.

Entrepreneurship: personal characteristics and skills which foster entrepreneurial and managerial performances and enhance firm competitiveness; developing and improving these skills.

Business Models: how enterprises work, deal with the competitors and, generally speaking, compete in the global economy; which activities firms perform, how they perform them, how they create superior customer value (low cost or differentiated products) and put itself in a position to appropriate the value.

Creativity & Innovation: organizational processes which improve the ability to innovate products and services; skills needed to increase the orientation to innovation.

Operations, Logistics & Lean Management

Objectives of the program: to deepen knowledge in Logistics, Operations and quality control using, as a reference the concept of lean manufacturing (Toyotism) applied to factories and services.

Logistics & Operation for Global Businesses: Foundations of logistics and operation for Global businesses; How to leverage competitive advantage based upon excellence in LOP.

Lean Goals & Strategies: Toyota's lessons for today's companies; linking corporate strategies to lean management.

Lean Management for Industries & Services: Broadening the concept of lean management: service sector and lean management concepts and practices

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



5 - Program Structure

5.1 – Programs Price

Send us your application form and attend this once in a lifetime opportunity. CUOA Business School is accepting students from foreign countries, and IBS-Beijing is offering scholarships that cover up to 70% of the tuition costs. See below normal values and the scholarship that may be granted to you after CV analysis.

Program	Full Tuition Fee	Scholarship	Net Cost to Student*
<i>International Management & Leadership</i>	€ 5,100	€ 3,570	€ 1,590*
<i>Business Strategy & Marketing Management</i>	€ 5,100	€ 3,570	€ 1,590*
<i>Operations, Logistics & Lean Management</i>	€ 5,100	€ 3,570	€ 1,590*
<i>Creativity, Innovation & New Businesses</i>	€ 5,100	€ 3,570	€ 1,590*



International experience in the European Management Context.

*Final cost to students with the 70% scholarship discount consideration, and with the enrollment fees included (€ 60). This value can be paid up to 7 installments without interest, depending on your preferred date of enrollment.

5.2 – Estimates of Additional Costs

1. Accommodation

The program also subsidizes accommodation at Valmarana - Single rooms and Best Western Hotel - Shared rooms, walking distance from campus. Our students pay only € 40 per day including breakfast and internet.

2. Meals

Lunch is served at the university and costs approximately € 12 including main dish, beverage and dessert.

3. Optional Visits

Students are invited to visit the United Nations, the World Trade Organization (both in Switzerland) and Milan Fashion District. Suggestions on accommodations and transport are provided (but not included in the programs price).

4. Flight Tickets

Costs vary depending on the country of origin.

5.3 – Upcoming Dates

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

2018	2019
January Starts: Jan/08th/2018 Finishes: Jan/25th/2018	January Starts: Jan/07th/2019 Finishes: Jan/24th/2019
July Starts: Jul/09th/2018 Finishes: Jul/26th/2018	July Starts: Jul/08th/2019 Finishes: Jul/25th/2019

5.4 – Certificate

The students will receive:

Certificate of Attendance: Issued by CUOA Business School - Fondazione CUOA (in the chosen field of study).