



**SCHOLARSHIP**

**STUDY ABROAD**



**IBS**

INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —

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## Summer/Winter programs in Brazil



### Presentation

Emerging Countries are the new frontier of business expansion. Due to this, professionals from all over the world seek to understand the particularities of BRICS management.

The program takes place in São Paulo, classes entirely in English. **Strategy & Marketing for Emerging Countries** is structured for students and professionals from all continents.



### Course description

During 2-3 weeks with classes and visits to companies, the course is designed for foreign students and executives. In addition to the content itself, it is a opportunity to experience an intense cultural diversity and fluency in English.

**Business opportunities:** exploring the characteristics of consumer markets, industry, and agribusiness in Emerging Countries;

**Marketing:** conquering the market of Emerging Countries, understanding global trade, consumer behavior, and decision making in Emerging Countries;

**Logistics and infrastructure:** discussing the current network of airports, railways, and roads, as well freight companies in Brazil and other emerging countries; Case studies: analyzing successful businesses in countries like India, China, Russia, South Africa and Brazil;

**Survival Portuguese:** the course aims to provide students with basic Portuguese language skills. Students will be able to interact in day-to-day situations such as: ordering food at a restaurant, buying a product, asking for directions, etc.



To ensure close contact between the professor and students, classes are composed of groups from **15 to 35 participants.**

## A program tailored to your needs



The course will take place in **São Paulo**, the biggest and richest Brazilian city. São Paulo has a powerful economy, representing 20% of the Brazilian GDP, with both manufacturing companies and service providers. The headquarters of thousands of multinational companies from all over the world share this city with its welcoming population. In addition, we offer a guided tour of the facilities of the Port of Santos, the largest port in South America.

Students will be able to enjoy the vibrant night life of the city, as well as unlimited possibilities travelling around the country. São Paulo is just a 50min flight from Rio de Janeiro, one of the most famous tourist destinations in the world. Other tourist attractions include parks, museums, football stadiums and skyscrapers. The weather is cool, with an average of 20 oC (68 F) in the winter and 28 oC (82 F) in the summer, and there are excellent beach cities accessible and close to São Paulo.

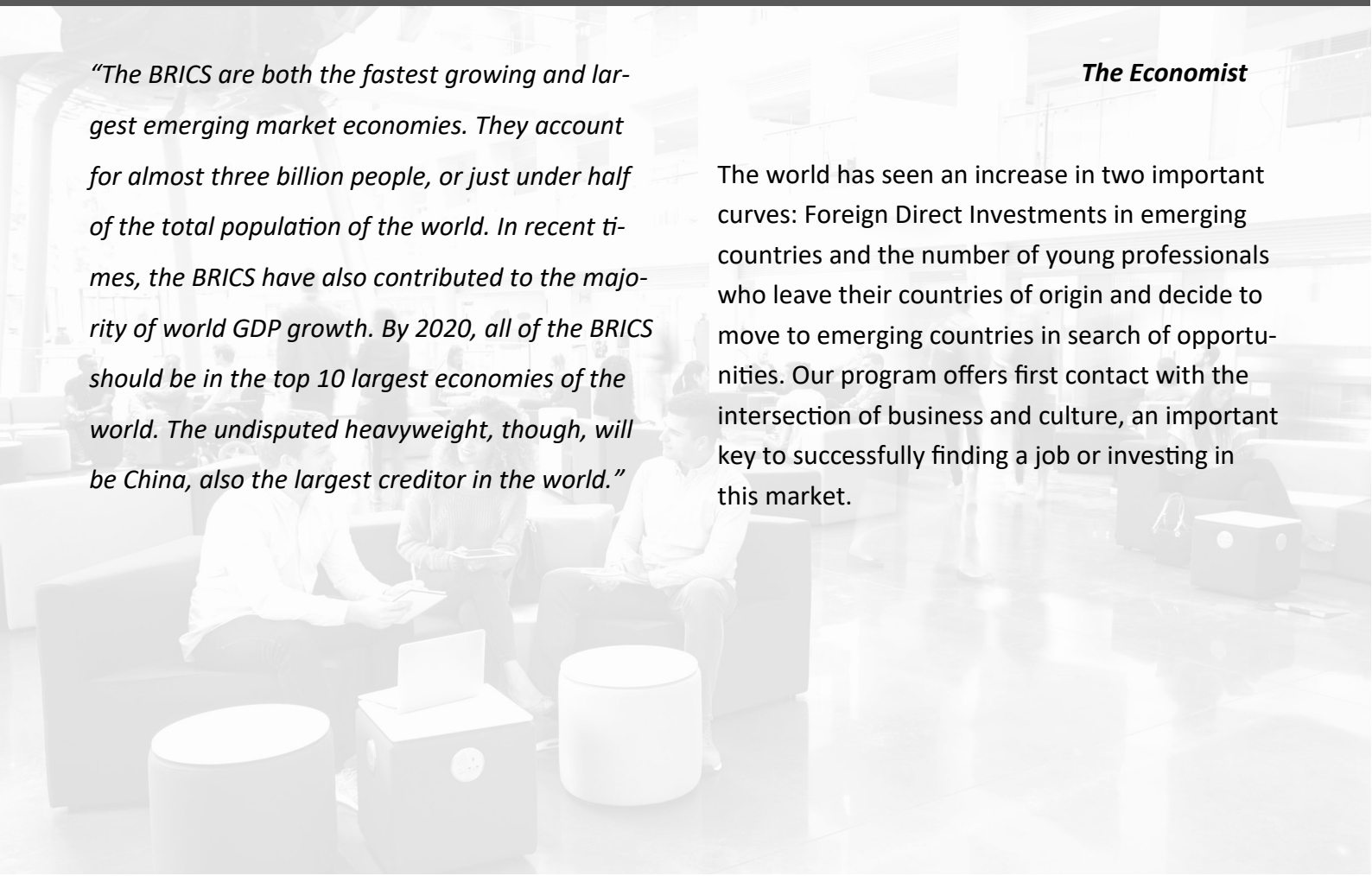
This program offers participants the opportunity for intercultural integration and awareness. Students are from all over the world, typically representing over 10 countries, with diverse cultural orientations and perspectives. Join our diverse network of students of professors to spread your contacts across the globe.

## The importance of emerging markets

*"The BRICS are both the fastest growing and largest emerging market economies. They account for almost three billion people, or just under half of the total population of the world. In recent times, the BRICS have also contributed to the majority of world GDP growth. By 2020, all of the BRICS should be in the top 10 largest economies of the world. The undisputed heavyweight, though, will be China, also the largest creditor in the world."*

### **The Economist**

The world has seen an increase in two important curves: Foreign Direct Investments in emerging countries and the number of young professionals who leave their countries of origin and decide to move to emerging countries in search of opportunities. Our program offers first contact with the intersection of business and culture, an important key to successfully finding a job or investing in this market.







## Program



Under the coordination of Prof. Britto, Dean of the IBS Americas, we assist students with preparations for the course so that you may make the most of your experience upon arrival. Additionally, we provide students with all necessary information and documents in order to facilitate travel arrangements.

The main objective is to develop the critical and creative capacity of the students, with a final project organized in multicultural groups. The challenge will be to prepare a Business Plan for a company active in an emerging country. This plan is presented by the groups on the last day of class.

Our goal is to offer outstanding international education that provides you with the market experience, cultural understanding, and wide network necessary to succeed in the modern global economy.

### **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 London; (if necessary);**
- **Suggestions for tours, sightseeing, shopping and visits during your free weekends**

## Investment

Send us your application form in order to attend this once in a lifetime opportunity. We are accepting students from foreign countries, and 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.

Course	Tuition + Enrollment fee	Cost to Student with 70% Scholarship
Strategy & Marketing for Emerging Countries	\$ 4,326 + 90	\$ 1.388
Survival Portuguese	\$ 1,555 + 90	\$ 557

\*This value can be paid up to 16 installments without interest, depending on your preferred date of departure.

### Estimate of Expenses:

**Accommodation:** the participants of the program will be able to make their choice of housing among hundreds of hotels and hostels options available in the city. There are housing options for as low as US\$ 15 per day per person with internet and breakfast included.

**Flight tickets:** costs vary depending on the country of origin.

**Meals:** next to campus are multiple lunch options from \$ 10.

## Program Structure

Contents	Hours
<ul style="list-style-type: none"> <li>- Strategy &amp; Competitiveness: basic concepts and BRICS countries realities</li> <li>- Marketing strategies to conquer markets in low-income countries</li> <li>- The current economy of Brazil and other emerging countries</li> <li>- Industrial and Consumer Markets: key elements for understanding emerging countries</li> <li>- Foreign Trade and Direct Investment</li> <li>- Logistics and structure</li> <li>- Sustainable Development in emerging</li> </ul>	48h
- Survival Portuguese (optional)	27h
- Guided visits to enterprises and organizations	10h
- Guided visit to the Port of Santos (optional)	5h

## Upcoming Dates



We are now receiving applications for our scholarship selective process:

2020	
January	From 20th to 30th
July	From 06th to 23rd
2021	
January	From 18th to 29th
July	From 05th to 22th

## Enrollment process

The first step to participate in this program is to apply for a scholarship by filling and sending us your Application Form.

There is 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 ten days. If admitted, you will then have one week to accept the offer and enroll fully into the program.

## Certificate



**Certificate in Executive Management** - Issued by IBS Americas

**Survival Portuguese Program** – Issued by IBS Americas



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