



IBS
INTERNATIONAL
BUSINESS SCHOOL
AMERICAS

Strategy & Marketing for Emerging Countries

1. Welcome to Americas International College

CONTENTS

- 1 Introduction
- 2 Dates & Duration, Structure
- 3 Investment & Scholarship
- 4 Courses
- 5 Useful Information



Americas International College - AIC is an international network of higher education that cooperates with public and private foundations mainly in the United States and Europe. It keeps partnerships and academic agreements with leading universities worldwide, offering high-quality, multicultural education that attracts students from more than 80 countries.

It is located on Paulista Avenue, the heart of São Paulo's financial district. São Paulo itself is the most populous and wealthiest Brazilian city. It has a powerful economy, constituting 20% of the Brazilian GDP. The center of international business in Latin America, the headquarters of thousands of multinational companies share this dynamic city with its welcoming population. Explore this interactive [map](#) to learn more about the city, the locations of campus, and accommodations.

Classes are taught by Ph.D.'s from University of São Paulo (USP) faculty, MSc's, researchers, and specialists in their fields of expertise. Our multicultural student body fosters students' ability to effectively network, work as a team, and gain cultural competency with people from all over the world. Company visits to some of Brazil's most successful businesses offer the opportunity to integrate theory with practical perspectives currently utilized in the business world.

2. Dates & Duration

January: two-week option Starts: Jan/14th/2019 Finishes: Jan/24th/2019	January: two-week option Starts: Jan/20th/2020 Finishes: Jan/30th/2020
July: three-week option Starts: Jul/08th/2019 Finishes: Jul/25th/2019	July: three-week option Starts: Jul/06th/2020 Finishes: Jul/23th/2020

Structure

Courses are 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. It will be very difficult to complete the course without attending all classes. Fridays and weekends are left open, so students may explore Brazil 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
9am-12:30pm	Lecture	Lecture	Lecture	Seminar	Company Visit (optional)
2pm-4:30pm	Survival Portuguese	Survival Portuguese	Survival Portuguese	Company Visit	

2 Week Course Structure:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am-12:30pm	Lecture	Lecture	Lecture	Seminar	Seminar	Company Visit (optional)
2pm-4:30pm	Survival Portuguese	Survival Portuguese	Survival Portuguese	Company Visit		

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 Brazil is designed to help immerse you in its business culture.



3. Investment & Scholarship

International education with focus on the special characteristics and needs of businesses in the Emerging Markets

Choose Your Program Package	Cost to Student*
Strategy & Marketing for Emerging Countries + Survival Portuguese + Accommodation**	U\$ 2,390
Strategy & Marketing for Emerging Countries + Accommodation**	U\$ 1,900
Survival Portuguese + Accommodation**	U\$ 1,100



*Amount to be paid by student (including enrollment fee and accommodation. **Tourism activities, flight tickets and meals are not included.**)

**Only covers accommodation for the duration of the course. Students wishing to arrive early or stay later must arrange a separate reservation. This does not include purchasable items or additional expenses incurred during your stay – drinks, food, room service, etc.

Payment:

The course value can be paid up to 16 installments through Study Pay.

Hosting - participants will be hosted in one of our three partner hotels, within a 10-minute walking distance from the school with internet and breakfast included. Once fees are paid in full, the student will be provided their itinerary.



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 students’ Transcript 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 a 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 Brazil
- Assistance from staff is available at all times throughout your time in Brazil

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



4. Course Information is Listed Below

Strategy & Marketing for Developing Countries

Student Profile: Undergraduate and graduate students interested in improving their business knowledge and decision-making.

Objective: Students will learn the main characteristics of emerging countries and how businesses find success in these frontier markets.

Brazil, Russia, India, and China are the new business frontiers of the modern economy. Learn how social and economic factors affect both how businesses in these countries are conducted, as well as the strategies they employ to find success. Discuss theory, examine case studies, analyze data, and learn from professionals with significant market experience.

Academic Itinerary*:

1st week: Business Opportunities

Analyzing the Characteristics of the Consumer Market, Industry and Agribusiness in Emerging Countries.

2nd week: Marketing

Conquering the Market in Emerging Countries, Understanding Global Trade, Consumer Behavior and Decision-Making in Emerging Countries.

3rd week: Logistics & Structure

Implications of Incomplete Networks of Airports, Railways, and Roads, Freight Companies in Brazil and Other Emerging Companies

*Program and professors subject to change per program coordination

Professors

Luiz Carnier
Evodio Kaltenecker
Roberto Falcão
Renato Costa
Marcus Nakagawa
Erlana Castro
Rubens Bonon
Aina Fuentes



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Survival Portuguese

Student Profile: Undergraduate and graduate students interested in improving their business knowledge and decision-making.

Objective: Learn basic Portuguese.

Students will study basic grammar, vocabulary and practice day-to-day situations such as ordering food at a restaurant, buying a product, and asking for directions.

Professors

Jessica Zaiba

Valeria Curuchi

Claudia Mariano



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5. Certificates

Students receive a Certificate of Attendance and a Transcript of Records issued by AIC.

6. Application Process

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