



International Module in Business Strategy and Finance

Partnership between the University of La Verne - California and PECEGE

Business Strategy and Finance Intensive programs in the United States

Presentation

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The Continuing Education Program in Economics and Business Management (PECEGE - acronym in Portuguese) offers students the opportunity to articulate two fundamental topics in their curriculum: advanced knowledge in strategy and finance with an international experience.

We would like to invite you to learn more and to participate in this program, aimed at professionals with work experience and graduation-level training. This is a unique opportunity to promote your career with a great differentiation.

Prof. Pedro Valentim Marques - Founder of PECEGE
Prof. Ricardo Pitelli de Britto - IBS Americas Program Coordinator

Detailed program content on page 2

General Description of Programs

January, July, or September 2022; or January, July 2023

Designed in partnership with the University of La Verne, these programs aim to meet the expectations of Business Strategy or Finance students who are graduating or participating in the Business Management programs, and others interested in developing knowledge in these areas of study.

Articulating classes, extra-class activities and contacts with executives, the presented courses provide an opportunity to straighten relations with the American business reality.

Both programs are offered in California and include full-time classes and activities during three or two weeks, without translation, allowing an intensive immersion in English used in business contexts.

Dates and investment on page 4

“To articulate Strategy and Finance theoretical knowledge with an intensive international experience.” This is the objective of our program

Two programs tailored to your needs

Our students, Market professionals with solid Academic training, have two programs to choose from:

- Advanced Topics in Business Strategy
- Advanced Topics in Financial Decisions & Corporate Policy

Focusing on different areas of study, the courses have been developed to boost students' career in an international program with no necessity to break ties with their home country. With a three-week duration in January or July or two-week duration in September, (see upcoming dates further), they were designed to be attended during Summer or Winter vacations with three free weekends in one of the world's most touristic regions.

Equivalent to an extension program, classes, and activities take place full time. In January and July classes occur from Monday to Thursday from 9am to 4:30pm*, with Fridays free for tourism. Scholars can also keep in contact with the business reality in the United States by taking a Business English Module with no additional to improve communication abilities in business contexts.

Groups are composed by professionals with proven professional experience and academic training at the postgraduate level. To ensure close contact between the teacher and the students, each group will have between 15 and 30 participants.

Certificates (see further details on the certification) are given to participants through their presence in the classroom. There are no exams, but students present seminars and weekly assignments.

The objective is to structure a very participatory and concrete program, in which students get involved in the development of practical activities.

*in September, the programs are offered in two weeks, from Monday to Friday from 9am to 6pm

Upcoming dates for the programs on page 4

Program Content

- *Advanced Topics in Business Strategy*

- 1st week: Environmental analysis and opportunity scanning
- 2nd week: From Strategic Planning to Strategic thinking
- 3rd week: Strategy: execution and control methods
Business cases.

- *Advanced Topics in Financial Decisions and Corporate Policy*

- 1st week: The theory of Finance and financial decision making
- 2nd week: Corporate Policy: Theory, evidence and applications
- 3rd week: International Financial Management
Business cases.

Three weeks of full-time classes in January or July with free weekends to leisure in California.



ULV main Campus in California

Program Duration

The course can be attended in two weeks in September or three weeks in January of July.

The workload is the same, but the classes in September are more condensed with more hours per day and do not have Fridays free for leisure.

- 48 hours of thematic course in Marketing
- 27 hours of Business English Module
- 8 hours of contact with executives (lectures in the University or company visits)

Program Structure

The University of La Verne is an educational institution located in the city of La Verne. With more than 129 years, the ULV offers undergraduate, master's and doctoral programs in the areas of Administration.

Its faculty is formed by PhDs in Administration with extensive professional and academic experience.

Since 2003, it has been receiving foreign students annually in its programs, which now extend to the areas of business strategy and finance. Under the coordination of Prof. Ricardo Pitelli de Britto and Prof. João Guerreiro, the program will provide assistance to students in their preparation for the trip and the course, aiming at their full use.

Our goal is to offer international education focusing on the global professional.

Aware of the difficulties for the foreigner professional to attend a program outside their home country, we provide a set of information and documents to students, facilitating the process of organizing their trip.

In addition, ULV maintains contact with Hotels, reducing the total cost of travel to values below the market.

In summary, you will receive:

- Background Readings, aiming at your full preparation for classes, several weeks in advance.
- Invitations to participate in meetings with the group, sharing information and meeting the people with whom you will take the course.
- Guidance on where to stay at very affordable prices (see section Estimates of Expenses on page 4).
- Documents and guidelines for obtaining your American visa (if necessary)
- Suggestions for tours, tourism, shopping, and free technical visits on your weekends.



University of
La Verne

*Programs in many areas of Business Administration,
focused on the reality of the foreigner executive*

*International education
focusing on foreigners
needs and peculiarities*

Investment

The full tuition of this program, in line with the best American and European universities, is US\$ 7,560.00. Through the partnership, PECEGE students will receive a 70% scholarship, paying **US\$ 2,268.00 + US\$ 90 for enrollment**, in installments up to 16 times without interest, depending on their preferred boarding date*.

> Check deadlines for requesting scholarships and availability of places with the course coordinator.

Estimate Expenses

In addition to the course itself, the student will have other expenses. Below is an estimate of these costs:

Flight tickets: According to their home country

Accommodation: Students and their companions will have access to the same discount they obtained in the Ontario International Airport (or equivalent), paying only US\$ 52 per day, breakfast (optional), internet and parking, in a double room.

Meals: Lunch served at the ULV costs US\$ 8, including main course, drinks and dessert.

*The course must have been fully paid before its start

Request Application and Contract:

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Upcoming dates

The expected travel dates** for the next classes are:

Period	Boarding	Start of classes	End of classes	Return
Jan/22	~Jan 6th	Jan 10th	Jan 27th	~Jan 30th
Jul/22	~Jul 7th	Jul 11th	Jul 28th	~Jul 31st
Sep/22	~Aug 26th	Aug 29th	Sep 9th	~Sep 11th
Jan/23	~05/Jan	09/Jan	26/Jan	~29/Jan
Jul/23	~06/Jul	10/Jul	27/Jul	~30/Jul

**Before scheduling your trip, check for possible conflicts with your MBA program, as only one day of absence is allowed

Application Process

The first step in participating in the program is to request your scholarship, through the submission of your Application Form. Fill in and send by email to joao.guerreiro@ibs-americas.com

Upon approval of the request and vacancy release, made by evaluating the student's curriculum and verifying the availability of vacancies, the student can make the Course Contract with the institution representing ULV - the seat will be available for a period of one week.

Certification

Program participants receive two certificates:

* **Certificate in Executive Management (Advanced Topics)** - issued by the University of La Verne

* **Business English Program** - issued by the ELS Language Center referring to the Business English module included in the program.

