



International Module in Digital Strategy and Emerging Technologies

Partnership between the California State University Northridge, the University of La Verne and PECEGE

Digital Strategy and Emerging Technologies Intensive Programs in the United States

Presentation

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PECEGE offers an opportunity for professionals from the most diverse areas to articulate three fundamental elements in their curriculum: Strategy, Digital Technology, and International Experience.

We invite you all to learn more and participate in this program designed to meet professionals and advanced management students' necessities. This is an important opportunity to promote a great differentiation to your professional career.

Prof. Marcos Luppe - MBA Digital Business Coordinator
Prof. Ricardo Pitelli de Britto - IBS Americas Program Coordinator

Detailed program content on page 2

General Description

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

*"Strategy and Digital Technology business-applied with an intensive international experience".
This is the objective of our programs*

Designed in partnership between the California State University, the University of La Verne and PECEGE, these programs are aimed to promote advanced concepts of Strategy and Digital Revolution processes to professionals who intend to innovate and sustain business in the organizations.

Articulating classes, extra-class activities and contact with executives, the courses offered propitiate an opportunity to straighten relations with the American business reality, and Administration.

The programs are offered in California, including classes and full-time activities during two or three weeks, with no translation, allowing an intensive development of the English language applied in the business context.

Dates and investment on page 4

Two programs tailored to your needs

market professionals with solid academic background in the area, have two programs to choose from:

- Digital Companies & E-Business Revolution
- Advanced Topics in Business Strategy

Focusing on different study areas, they were developed so that students are able to enhance their knowledge in an international program without the necessity to break ties with their home country. With a three-week duration, in January or July, or two-week duration in September (see next dates further), the programs were structured to be attended during Summer or Winter vacations in one of the world's most touristic regions.

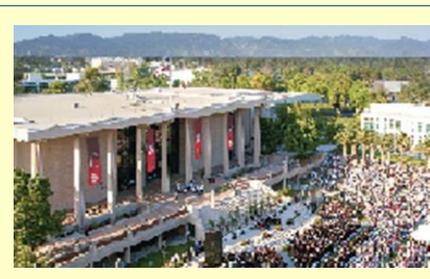
Equivalent to extension programs, classes, and activities take place full time. In January and July classes occur from Monday to Thursday from 9am to 4:30pm with Fridays free for tourism. And September classes take place from Monday to Friday from 8am to 5pm. Scholars can also keep in contact with the business reality in the United States by taking a Business English Module with no additional cost included 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.

Next dates for the programs on
page 4



CSUN Campus in Northridge

Program Duration

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

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

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

Program Content

- *Digital Companies e E-Business Revolution*

- 1st week: The Digital Revolution and Business Analytics
 - 2nd week: Information Exchanges Facilitated by Technology
 - 3rd week: Internet of Things (IoT)
- Business cases.

- *Advanced Topics in Business Strategy*

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

Program Structure

The California State University Northridge e a University of La Verne are educational institutions located at the United States in California State. With more than 60 years of existence, both universities offer undergraduate, master's and doctoral programs in the Administration area. The faculties are formed by PhDs in Administration with extensive professional and academic experience.

Since 2003 and 2015, respectively, both universities have been receiving international students in their Digital Strategy and Emerging Technologies programs.

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 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.



Programs in many Business Administration areas, focused on the reality of Foreigner students

International education focusing on foreigners needs and peculiarities

Investment

The Digital Companies course has a normal cost of U\$ 6,480.00. Through the partnership with PECEGE, students will receive a 70% scholarship, paying U\$ 1,950.00 + U\$ 90 for enrollment. And the full tuition for the Strategy Program - in line with American and European universities - is U\$ 7,560.20 with the partnership with PECEGE the 70% scholarship applied the attendee pays U\$ 2,268.00 + U\$ 90 of enrollment fee.

Both programs can be paid in up to 16 installments, depending on their preferred boarding date. *

> Check deadlines for requesting scholarships and availability 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:

- CSUN: it is offered the opportunity to stay at the university's housing only in July for U\$ 950.00 (three weeks, subject to changes), in a double room with internet access.

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

Meals: Lunch served at the ULV and CSUN costs U\$ 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 the 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** - issued by the University of La Verne or the California State University Northridge.

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

