

International Mobility Program
organized by the International Business School Americas
(IBS-Americas)

Deadline: MARCH 6th, 2016

Dear student,

We want to communicate to all interested candidates that there is a great opportunity to apply for the International Mobility Program, organized by the International Business School Americas (IBS-Americas).

Responsible for coordinating short-term Certificate Programs in New York, IBS-Americas awards scholarships to students in order to recognize individual talents, encourage academic achievement and leadership skills, and promote international experiences.

Our three-week programs are held in January and July each year in partnership with three different renowned North-American Universities: The State University of New York, at New Paltz, Mount Saint Mary College, at Newburgh, and The College of Saint Rose, at Albany (New York's Capital).

Please find our international programs at SUNY, MSMC and CSR website by clicking on the following links: [no links in the original message!]

- * State University of New York at New Paltz;
- * Mount Saint Mary College; and
- * The College of Saint Rose.

These summer/winter programs are designed to allow participants to have an intensive contact with international quality education in their academic/professional vacations. All students, regardless of grade point average, area of study, citizenship or residency status are encouraged to apply for scholarships covering up to 70% of the tuition fees.

We offer the following multicultural programs:

Marketing and Value Management – MVM

Identifying Marketing Opportunities; Developing Marketing Plans; Building Competitive Marketing Mix.

Company visits and Business cases. Business English.

Competitive Project Management – CPM

Foundations of Project Management; Special topics in Project Management; New frontiers in Project Management.

Company visits and Business cases. Business English.

Corporate Financial Management – CFM

Introduction to Corporate Financial Management; Strategy and Financial Budget; Special topics in Financial Management.

Company visits and Business cases. Business English.

Strategic Thinking – ST

Introduction to Strategic Thinking; Environmental and Internal Analysis; Building Competitive Strategies.

Company visits and Business cases. Business English.

Health Care Management – HCM*

Hospital management; Health Law and bioethics; Health financing; Hospital and clinic visits;

Business Cases and Business English.

Business English First Lessons – BEFL

Basic structures of English for business contexts. Grammar and fluency.

Company and organizational visits – no tutoring or translation.

All programs are composed by lectures, company visits and seminars. Also, for non-native English speakers, the universities offer a complimentary Business English module to be attended along with the program you choose above. All Institutions offer accommodation in their student dorms, as well as breakfast and lunch in class-days.

You may also visit our YouTube channel, to watch testimonials from our students in New York.

How to apply for scholarships?

To apply for a scholarship, please contact my assistant, **Ms. Amanda Ribeiro** (**amanda.ribeiro@ibs-americas.com**) not later than **March, 6 th of 2016**. You will be given an application form and all detailed information regarding the programs structure.

Each scholarship opportunity depends on the availability of sufficient funding. If funding is not available, the scholarship will not be awarded.

Please do not hesitate to contact me if additional information is required. I am looking forward to your reply.

Best regards,

Prof. Ricardo Britto, PhD

Dean of International Business School Americas

Member of the Institute of International Education (IIE)

Member of the European Foundation for Management Development (EFMD)