Universidade Paulista - UNIP is one of the leading educational institutions in Brazil. It is recognized by the Brazilian Ministry of Education (MEC), and offers international exchange programs under the coordination of Prof. Ricardo Britto, PhD., Dean of the International Business School Americas.

**Strategy & Marketing for Emerging Countries** is an opportunity for students from all over the world to attend a 3-week certificate program. It is an immersion in the business realities of emerging countries.

Students are supported by an extensive scholarship program, covering 70% of the expenses of the chosen course. We welcome you to apply and participate in our course in Brazil, opening new professional horizons for you and your company.

**Course Overview**

This intensive 3-week program is designed for graduate and undergraduate students from all over the world. Composed of lectures and company visits, the program objective is to examine the main characteristics of Emerging Countries and how to succeed in the new global frontier they present. The program will examine:

- **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.

“BRICS stands for Brazil, Russia, India, China and South Africa, the future global superpowers. Understanding how to conduct business in this context is the program’s objective.”
São Paulo: Modern, safe and exciting city

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 °C (68 F) in the winter and 28 °C (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 organization**

UNIP is a modern, private university, with over 300,000 students, the largest higher education institution in Brazil. Program faculty is composed of PhDs, MSc, researchers and specialists in their fields of expertise. Our program is hosted at the New Campus Center building, dedicated to research and graduate programs. The campus is located at heart of the Financial District of São Paulo, a modern, clean, and safe area. Nearby banks, hospitals, shopping malls and numerous other facilities help students to enjoy the area with ease.

Under the coordination of Prof. Britto, Doctor in Business Administration at USP and 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.

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.

You will receive:

- 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;
- Suggestions for tours, sightseeing, shopping and free technical visits on weekends;
- Assistance from staff available at all times during classes;
- Every participant will receive a certificate from the university. There will be an additional certificate for those who choose to attend also the *Survival Portuguese* program.
Investment

Students may apply for partial scholarships that cover 70% of tuition cost. Program prices are listed below:

<table>
<thead>
<tr>
<th>Program Options</th>
<th>Full Tuition</th>
<th>Scholarship</th>
<th>Net Cost – To Student*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy &amp; Marketing for Emerging Countries + Survival Portuguese</td>
<td>U$ 5,710</td>
<td>U$ 3,997</td>
<td>U$ 1,790</td>
</tr>
<tr>
<td>Strategy &amp; Marketing for Emerging Countries</td>
<td>U$ 4,200</td>
<td>U$ 2,940</td>
<td>U$ 1,350</td>
</tr>
<tr>
<td>Survival Portuguese</td>
<td>U$ 1,510</td>
<td>U$ 1,057</td>
<td>U$ 543</td>
</tr>
</tbody>
</table>

*Amount to be paid by student (including enrollment fee)

Payment:
The course value can be paid up to 10 installments through Study Pay.

Not included:
Hosting: 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 that is within 10 minutes walking distance from the school with internet and breakfast included.
Flight tickets: costs vary depending on the country of origin.
Meals: next to campus are multiple lunch options from US$ 10.

Program structure

<table>
<thead>
<tr>
<th>Contents</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>-Strategy &amp; Competitiveness: basic concepts and BRICS countries realities</td>
<td></td>
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<tr>
<td>-Marketing strategies to conquer markets in low-income countries</td>
<td></td>
</tr>
<tr>
<td>-The current economy of Brazil and other emerging countries</td>
<td></td>
</tr>
<tr>
<td>-Industrial and Consumer Markets: key elements for understanding emerging countries</td>
<td></td>
</tr>
<tr>
<td>-Foreign Trade and Direct Investment</td>
<td>48h</td>
</tr>
<tr>
<td>-Logistics and structure</td>
<td></td>
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<tr>
<td>-Sustainable Development in emerging countries</td>
<td></td>
</tr>
<tr>
<td>-Survival Portuguese (optional)</td>
<td>27h</td>
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<tr>
<td>-Guided visits to enterprises and organizations</td>
<td>10h</td>
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<tr>
<td>-Guided visit to the Port of Santos (optional)</td>
<td>5h</td>
</tr>
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*Both options (2 or 3 weeks) offer the same quantity of contact classes; in the 2-weeks option, the amount of class hours per day is higher.

Credits Award

Students who wish to transfer credits can do so by requesting a final exam in advance. The examination serves primarily to evaluate the skills and the knowledge students have gained during the program.

Students’ final grade and attendance will be available on the Certificate of Participation. We will provide assistance with the process of transferring credits by providing you with the detailed program syllabus and any other relevant information. However, the credit transfers depends primarily on your home University approval.

Next Program dates

Enrollment for classes is now open for courses that will be offered in:

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>January: 2 week option*</td>
<td>January: 2 week option*</td>
</tr>
<tr>
<td>Starts: Jan/22nd/2018</td>
<td>Starts: Jan/14th/2019</td>
</tr>
<tr>
<td>Finishes: Feb/01st/2018</td>
<td>Finishes: Jan/24th/2019</td>
</tr>
<tr>
<td>July: 3 week option*</td>
<td>July: 3 week option*</td>
</tr>
<tr>
<td>Starts: Jul/09th/2018</td>
<td>Starts: Jul/08th/2019</td>
</tr>
<tr>
<td>Finishes: Jul/26th/2018</td>
<td>Finishes: Jul/25th/2019</td>
</tr>
<tr>
<td>August: 3 week option*</td>
<td></td>
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<tr>
<td>Starts: Jul/30th/2018</td>
<td></td>
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<tr>
<td>Finishes: Aug/16th/2018</td>
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</table>

*Upon request, students will be issued transcripts for the program.
Get in touch with the world

This program offers participants the opportunity for intercultural integration and awareness.

Students and professors are from all over the world. They have diverse cultural orientations and understandings, thereby providing a multicultural environment unique to IBS-Americas.

Our last groups were composed of students from more than 35 different countries!

If you want to hear our former students’ opinions of the program, visit: https://www.youtube.com/playlist?list=PLs7U70R5C85z9dWkJferv6Yz0pwvx8z-W

Request for Application:

E-mail: julio.souza@ibs-americas.com julio.quadros@ibs-americas.com roberta.rodrigues@ibs-americas.com

Skype username: ibs-americas
APPLICATION FOR CERTIFICATE PROGRAMS

I am applying for the following Certificate in Executive Management Program: (Choose only one option)

[ ] Strategy & Marketing for Emerging Countries + Survival Portuguese

[ ] Strategy & Marketing for Emerging Countries

[ ] Survival Portuguese

When do you plan to enroll? (Choose only one option)

Month: [ ] January - two weeks  Year: [ ] 2018

[ ] July - three weeks  [ ] 2019

[ ] August - three weeks

Additional application material will be sent to your academic advisor

Passport Number: Birth date (mm/dd/year):

Full Name:

LAST NAME  FIRST NAME  MIDDLE NAME

Mailing Address:

Street  Number  City  State  Zip Code

Phones: Home:  Business:  Cell Phone:

E-mail:

Skype id: Facebook:  LinkedIn:

Home University:

Company Name

Current Job Position:

Previous Work experiences

Self Employed [  ] No  [  ] Yes; If yes, type of business

Country of Birth

Preferred T-shirt size: [ ] S – [ ] M – [ ] L – [ ] XL

Educational Background

List below the College you attended and Major

<table>
<thead>
<tr>
<th>Name of the College</th>
<th>Major/Field of Study</th>
<th>City &amp; State</th>
<th>Graduation Date</th>
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</table>
Universidade Paulista
Application for Certificate Programs

Educational Background, continued

List below all institutions of higher learning which you have attended since College. Include all colleges and universities (including vocational courses), trade schools, foreign universities, police academies, in-service training, and work in progress. Failure to list this coursework could result in academic dismissal.

<table>
<thead>
<tr>
<th>Name of School</th>
<th>Major/Field of Study</th>
<th>City &amp; State</th>
<th>Degree</th>
</tr>
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<tbody>
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I certify that, to the best of my knowledge, the information furnished in this application is true and complete. I understand that all application materials forwarded to the University become the property of the University and will not be forwarded to another institution, nor returned to me.

I also agree to accept the appropriate University catalog as the final basis for decisions about University policy.

Signature of Applicant  ________________________________  Date __________/_______/_______

Language skills – self assessment: how do you evaluate your own communication skills in English?

The information in this section will be used to allocate students accordingly to their English Level at Business English Program classes. Please check the boxes that apply to you, using the scale as “1” the lowest level and “10” the highest level.

Reading:  [ ] 1 - [ ] 2 - [ ] 3 - [ ] 4 - [ ] 5 - [ ] 6 - [ ] 7 - [ ] 8 - [ ] 9 - [ ] 10
Writing:   [ ] 1 - [ ] 2 - [ ] 3 - [ ] 4 - [ ] 5 - [ ] 6 - [ ] 7 - [ ] 8 - [ ] 9 - [ ] 10
Listening: [ ] 1 - [ ] 2 - [ ] 3 - [ ] 4 - [ ] 5 - [ ] 6 - [ ] 7 - [ ] 8 - [ ] 9 - [ ] 10
Speaking:  [ ] 1 - [ ] 2 - [ ] 3 - [ ] 4 - [ ] 5 - [ ] 6 - [ ] 7 - [ ] 8 - [ ] 9 - [ ] 10

Demographic Data (optional)

The information in this section will not be used to discriminate against applicants. The categories listed below are those developed by the federal government for statistical analysis.

Please check the boxes that apply to you.

Gender: [ ] Male  [ ] Female

Ethnicity (Check One)
[ ] American Indian/Alaskan Native   [ ] Caucasian
[ ] Asian American/Pacific Islander  [ ] Latino/Hispanic/Mexican-American
[ ] African-American/Black (Non-Hispanic)  [ ] Other ______________________

Please specify

[ ] Decline to state