

# CSUN<sup>®</sup>

CALIFORNIA  
STATE UNIVERSITY  
NORTHRIDGE

## SCHOLARSHIPS FOR PROGRAMS ABROAD



California State University  
**Northridge**<sup>™</sup>



**IBS**  
americas

# TABLE OF CONTENTS

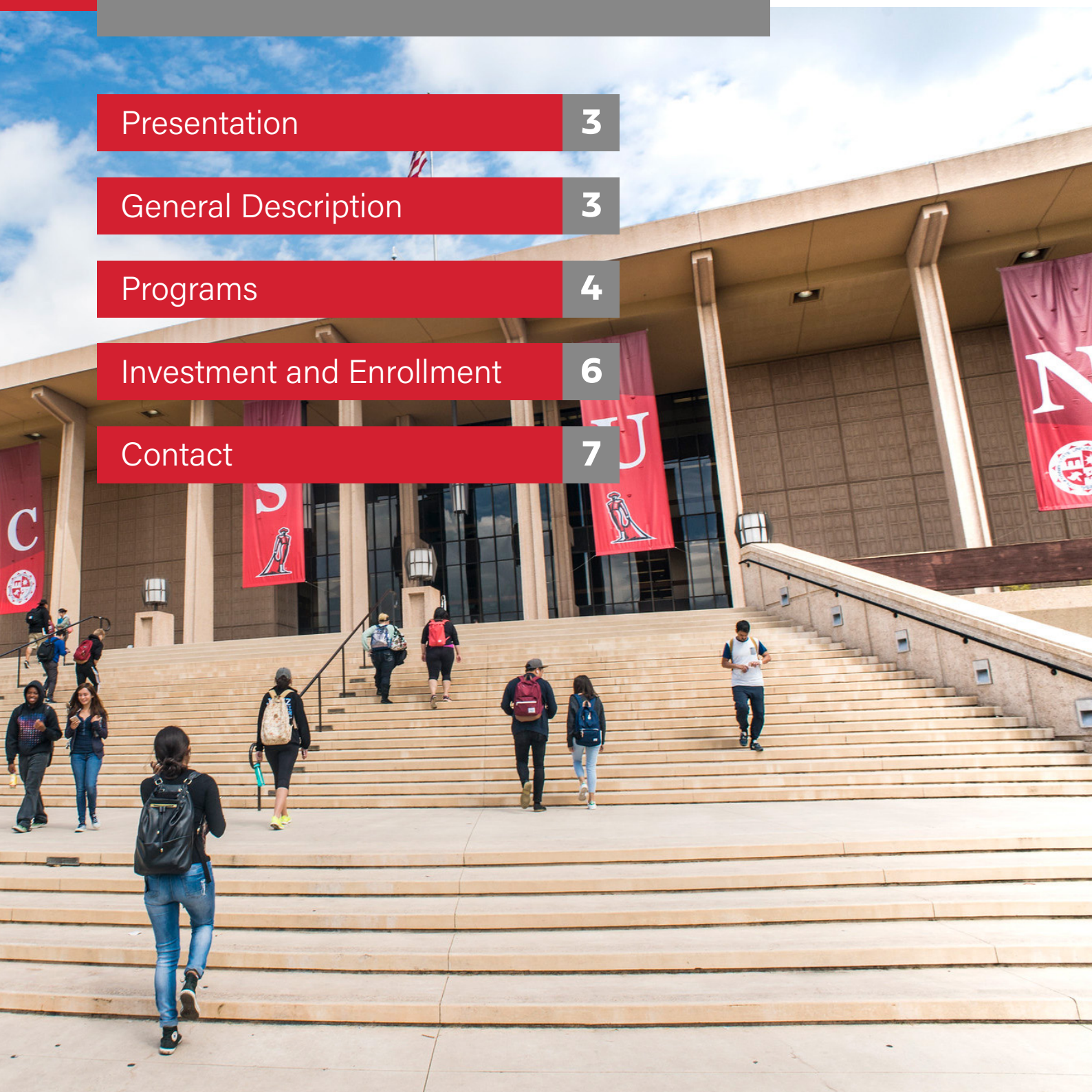
Presentation 3

General Description 3

Programs 4

Investment and Enrollment 6

Contact 7





# PRESENTATION

California State University, Northridge is one of the biggest and most important universities in the world. It is a reference for learning and research in different areas of knowledge and stands out in graduating professionals of Technology and Business. The most significant characteristic of its faculty members is their connection with the economic environment of California, marked by ideas that are transforming work relations. CSUN leads these changes as a center of creation and diffusion of innovative ideas.

Located in Northridge, 20 minutes away from Hollywood, it was chosen by Money as one of the top 100 universities of the United States.

The short-term programs are held in CSUN since 2015, and coordinated by Prof. Dr. Ricardo Pitelli de Britto, president of the International Business School Americas. International programs are offered in the following fields of Communication, Leadership, Innovation, and Digital Strategies. Involving full-time classes and activities, the programs are offered in January and July. Other than the programs at CSUN, IBS Americas also offers executive programs in other institutions of the United States and Europe, all of which are available on: [ibs-americas.com](http://ibs-americas.com).



**Prof. Dr. Ricardo P. de Britto**

## GENERAL DESCRIPTION

Courses offered at CSUN are mainly for students about to graduate, or those who have recently graduated and are interested in acquiring new knowledge, while developing English proficiency.

- Full-time classes, with Ph.D professors of the university, with great executive experience. Free Business English module included in all programs.
- The program is entirely taught in English, with students from different parts of the world;
- Visits to local corporations in the area , and other optional activities.
- International certificate issued by CSUN and by IBS Americas, awarded to students based on their attendance in class, along with presentations and development of practical activities.



Full-time courses lasting 3 weeks, with classes happening from Monday to Thursday. The optional visits are on Friday. To guarantee closer communication between professors and students, each class is composed of 15 to 35 participants.



# PROGRAMS

## GRADUATE

### PROGRAMS FOR:

STUDENTS COMPLETING THEIR UNDERGRADUATE DEGREE, AND THOSE WHO HAVE RECENTLY GRADUATED.

### Communication, Design & Innovation

Strategic and Innovative Vision in Marketing Communication.

The course's objective is to allow the professional of Marketing Communication to articulate strategies within a company, along with creative messaging processes, and media.

### Applied Design Thinking and Storytelling

Techniques and approaches to transform insights into products and brands.

Keep up with innovative approaches that make it possible to solve persistent and complex challenges with the customer needs as the focal point to be met. Case studies elucidate the theme.



Students in company visit in recent years  
(empresas visitadas sujetas a alteraciones)





## GRADUATE

**L** PROGRAMS FOR:  
STUDENTS COMPLETING THEIR UNDERGRADUATE, AND THOSE RECENTLY GRADUATED (IN SEVERAL AREAS)

### Digital Companies & E-Business Revolution

Digital Technologies Aligned with Business Strategies of Organizations.

The course aims to qualify managers in the Strategic Alignment of Policies, Information Systems and Projects, with the organization's business strategies. Learn the processes of the Digital Revolution and Industry 4.0, which aim to innovate and give sustainability to the businesses of organizations.

### Leadership in an Age of Disruption

The impact of new technologies on the evolution of leadership positions.

The course aims to enable executives to analyze the impacts of new technologies on the development of companies' business strategies. Promote the participants to reflect on the evolution process of leadership in organizations and the importance of developing High-Performance teams for the success of companies' projects and businesses.

\*Programmatic content subject to change according to the program's coordinators.

**Next cohorts: jul/23, jan/24 and jul/24**

### In essence you will receive:

- Access to the Student Portal, with exclusive information about the trip preparation;
- You will have reading material available several weeks before the trip, designed to a fully prepare you for the classes;
- Online Strategic Management short courses for professional updating;
- Invitations to participate in group meetings, information sharing, and networking;
- Instructions on how to book accommodation and flights at affordable prices;
- Assistance and documents for obtaining an American Visa.



# INVESTMENT AND ENROLLMENT



## INVESTMENT

Below, you can check out the full prices of our courses. Remember that, once your application is submitted and analyzed, you can may be awarded a **scholarship** to reduce the total investment!

Program	Enrolment fee + Regular Rates	Enrolment fee + 70% Scholarship
CDI	US\$ 90 + US\$ 6,740	US\$ 90 + US\$ 2,021
DTI	US\$ 90 + US\$ 6,740	US\$ 90 + US\$ 2,021
DCE	US\$ 90 + US\$ 6,740	US\$ 90 + US\$ 2,021
LAD	US\$ 90 + US\$ 6,740	US\$ 90 + US\$ 2,021

This amount can be paid in up to 16 installments, without interest, according to the date of the intake.

The course must fully be paid off by its starting date.

## EXPENDITURE ESTIMATE



## ACCOMMODATION

Students can stay at a hotel or Airbnb of their choice, university's housing, or wait for a referral from our Travel Preparation team, that will send you some hotel suggestions with different payment options, around three months before the beginning of the course.



## AIRFARES

The amount may vary according to the season of the trip. We recommend searching specialized sites and buying in advance.



## REGISTRATION PROCESS

- 1 Fill out the Application Form of the chosen course with your personal, academic, and professional data, by clicking the button below.
- 2 Upon scholarship approval, the applicant will receive the contract and further information about payment.
- 3 The student will receive support in academic and logistics preparation for the program, including instructions for documentation, accommodation, flight tickets, and get in touch with future classmates.

[REQUEST SCHOLARSHIP](#)



## CERTIFICATES

Program participants receive two certificates, issued by IBS Americas and CSUN:

- **Certificate in Executive Management.**
- **Business English Program**, regarding the Business English module, included in the program.




## FOOD


Lunch served at the university costs approximately \$ 10. There are several restaurants close to the University that offer everything from healthy to fast food, and Mexican cuisine, options vary between US \$ 8 and US \$ 20. There are also grocery stores within the campus.


\*All prices shown above are subject to change.


## CONTACT

### IBS AMERICAS:

 Prof. Ricardo Pitelli de Britto  
info@ibs-americas.com

 +1 617-430-6010

 +55 (11) 3262-2782

 [www.ibs-americas.com/en](http://www.ibs-americas.com/en)

### CSUN

 Vanessa Andrade  
vanessa.andrade@csun.edu

 [www.csun.edu](http://www.csun.edu)

### FOLLOW US ON OUR SOCIAL NETWORKS



California State University  
Northridge



10/2022