



# Directorate of International Affairs

GGs Indraprastha University  
Sector 16-C, Dwarka, New Delhi 110 078

Ph: 011-25302126 & 127 - Email id: [dia@ipu.ac.in](mailto:dia@ipu.ac.in)

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## NOTICE

The Directorate of International Affairs has received an email from **Prof. Ricardo Britto**, Scholarship Program Coordinator, State University of New York (SUNY) stating that International Business School (IBS) America is offering various short-term programmes in the area of Management. The details about the short-term programmes being offered by IBS – SUNY are mentioned in the attached brochure.

The interested candidate may contact directly to Prof. Ricardo P. de Britto, Programme Coordinator, Business Administration, IBS. The contact details are as under:

**Prof. Ricardo P. de Britto**

Phone number: +1 617-430-6010 | [WhatsApp](#)

Email: [info@ibs-americas.com](mailto:info@ibs-americas.com)

[studyabroad@ibsamericasmail.com](mailto:studyabroad@ibsamericasmail.com)

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

(Prof. Vijita Singh Aggarwal)  
Director, International Affairs

**Copy to:**

Head, UITS - with a request for uploading this Notice on University website.

# State University of New York



# WELCOME BOOK



## IBS

INTERNATIONAL  
BUSINESS SCHOOL  
AMERICAS

# CONTENT

INTRODUCTION



IBS AMERICAS



THE STATE UNIVERSITY OF  
NEW YORK



TRIP PREPARATION



EXPLORING NEW YORK



IBS WORLDWIDE



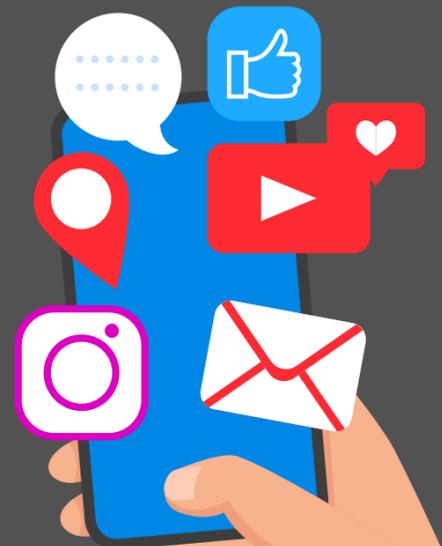
# INTRODUCTION

Hello, this is your Welcome Book! Here you find all the information you may need to better organize your international experience. You are now a student of IBS Americas, and will have access to exclusive tips on:

- University campus and your course
- Trip preparation
- Flight tickets
- Transportation
- Stores and restaurants
- Shopping
- Business Tourism

## REMINDER

When you post on social media, make sure to use the hashtag **#ibsmoments**, and your university's hashtag to win prizes!



# NICE TO MEET YOU, WE ARE IBS AMERICAS!

The International Business School Americas was founded in 2003 and offers short-term international programs in California, New York, São Paulo, London and Italy. The courses are held in January, July and September and are taught by PhD professors in many areas of Business Administration, such as:

**Strategy**

**Marketing**

**Project Management**

**Finance**

**Entrepreneurship**

**Leadership**

**Communication**

**Sustainability**

Jan Feb Mar Apr May Jun Jul Aug

# STATE UNIVERSITY OF NEW YORK



# LEARN MORE ABOUT SUNY

The State University of New York (SUNY) is one of the most respected education systems in the United States. Founded in 1828, its 64 campuses in New York are home to a passionate community of professors, researchers, and students from around the world. IBS Americas works in academic partnerships with its two universities: SUNY New Paltz and University at Albany. The University offers intensive 3-week courses during holiday periods. Classes are taught by experienced faculty, Ph.D and market specialists that will introduce you to new perspectives and best practices in various business scenarios. Guided company visits provide the perfect opportunity to explore the American corporate world, discover firsthand the challenges business leaders face, as well as expand your professional network.

# PROGRAMS

## CORPORATE FINANCIAL MANAGEMENT (CFM)

- **Target:** Undergraduates and graduates from different academic and professional areas.
- **Content:** Stock exchange, portfolio management and controllership.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

## COMPETITIVE PROJECT MANAGEMENT (CPM)

- **Target:** Undergraduates and graduates from different academic and professional areas.
- **Content:** New project management tools and methods which provide a competitive advantage for project-based companies.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

# PROGRAMS

## MARKETING & VALUE MANAGEMENT (MVM)

- **Target:** Undergraduates and graduates from different academic and professional areas.
- **Content:** Marketing concepts and tools for global digital competition. Creating, communicating and delivering brand value for your customers.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

## STRATEGIC THINKING (ST)

- **Target:** Undergraduates and graduates from different academic and professional areas.
- **Content:** Understanding, planning and executing strategic changes in today's business world. Key elements for making strategic decisions.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

# PROGRAMS

## BUSINESS SUSTAINABILITY FOR LEADERS (BSL) **new!**

- **Target:** Undergraduate students and young professionals from different backgrounds interested in Sustainability.
- **Content:** This groundbreaking program brings the best practices of Sustainable Management used by executives and experts from around the world, with focus on ESG concepts.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

# BUSINESS ENGLISH

All courses include the optional module **Business English**, which takes place along with the regular classes.

Students will learn specific expressions from the business world in the English language.

## BUSINESS ENGLISH (BE)

- **Target:** Those interested in developing essential skills in business English. Beginner and intermediate levels.
- **Content:** Developing English language skills focusing on vocabulary and expressions of the business world, enhancing proficiency and becoming more confident in communication in the business environment.
- **Course Duration:** 3 weeks

[LEARN MORE](#)

# STUDENT EXPERIENCE

Classes with specialists



Global network



Company visits



International Certificate

# COMPANY VISITS

An international course goes far beyond the theories taught in classroom. We aim to provide a total immersion in the international business world for our students through visits to local corporations.



Being an IBS Americas student means crossing borders to visit great companies and learn about their business strategies!

# OPTIONAL PLACES TO VISIT

## United Nations (UN)

Our students have an opportunity to visit the headquarters of the UN (United Nations) in Manhattan, NYC, in order to know the reality of this organization that has great importance in the international arena, in which daily decisions with a global impact are taken.



# STUDENT TESTIMONIALS

Check out Carlos Lamela, who took the Marketing & Value Management course in January 2018 at SUNY!



Carlos Lamela, Spain

Check out students' experiences at our other partner universities.

[LEARN MORE](#)

# TRIP PREPARATION



# FLIGHT TICKETS

An efficient way to search for flight tickets is by using websites such as **Google Flights** or **Skyscanner**, where you are able to compare flight ticket pricings of several airline companies.

Before purchasing your ticket, consult the Admissions Department to confirm course dates, and other information.

## Price comparison with Google Flights

### Best departing flights ⓘ

Total price includes taxes + fees for 1 adult. [Additional bag fees](#) and other fees may apply.

Sort by:

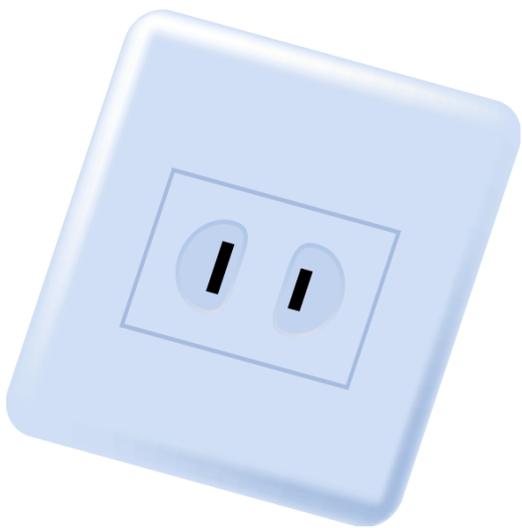
	23:50 – 15:05 <sup>+1</sup> LAT... · British Airways · Operated by Latam Airli...	11 h 15 m GRU-LHR	Non-stop	R\$3,037 round trip	▼
	14:35 – 08:25 <sup>+1</sup> Iberia · British Airways, LATAM	13 h 50 m GRU-LHR	1 stop 1 h 0 m MAD	R\$3,420 round trip	▼
	15:30 – 06:55 <sup>+1</sup> British ... · LATAM · Operated by British Airways ...	11 h 25 m GRU-LHR	Non-stop	R\$3,641 round trip	▼

## Price simulations through Skyscanner

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28	<b>1</b> R\$ 1.506	2 R\$ 1.596	3 R\$ 1.632	4 R\$ 1.589	5 R\$ 1.611	6 R\$ 1.573
7 	<b>8</b> R\$ 1.573	9 	10 R\$ 1.621	11 	<b>12</b> R\$ 1.573	13 
14 	15 	16 	<b>17</b> R\$ 1.696	18 	19 	20 
21 	22 	23 	24 	25 	26 	27 

# PACKING LIST

If you are going to New York in July, take comfortable clothes and sunscreen. But if you are going in January, be ready for the snow, take winter clothes, like scarfs, gloves and snow boots and thicker jackets.



Don't forget about plug adaptors as well! Pay attention to the voltage of electronics. In New York, the standard is 110-127V.

It's important to take your electronics such as laptops, cameras, and phones with you in your carry-on luggage for safety matters and to avoid any damage that may occur with checked bags.



# IMPORTANT PREPARATIONS

## TRAVEL INSURANCE

Travel health insurance is mandatory and very important to avoid unexpected expenses with doctors and dentists during your stay. Pay attention to details like coverage when you purchase your health insurance.

## INTERNATIONAL CREDIT CARD

In case you plan on using your credit card, certify that you unblock it for using it abroad. Double-check transaction and credit limits, but consider other options if you want to pay fewer Taxes on Financial Operations.

## CASH

Always bring part of your money in cash because some establishments do not accept other forms of payment. Track the exchange rate as your trip approaches, to know when it is the best time to make the purchase.

# IMPORTANT PREPARATION

## PRE-PAID CARDS

These are rechargeable cards with the money available for withdrawal and debit purchases in the desired currency. An advantage in this case is that the exchange rate and fees are applied in the moment you charge your card, and not on invoice closing date, unlike international credit cards.

## CELL PHONE SIM CARD

You will probably want to purchase a local sim card that you can have data to use the internet. Search beforehand, because even though they're sold anywhere from airports to train stations, prices in these locations tend to be higher.



# AIRPORT CHECKLIST

- Passport/Visa;
- Endorsement Letter (Document that will be sent by our Admissions team, up to one month before your trip);  
Proof of accommodation;
- Proof of travel insurance;
- Confirm time/place of flight departures on the week of the trip, because they can undergo changes;
- Cash money, medications that require medical notes, and other valuable items must be taken with you on the plane and not with your checked luggage;
- Arrive at the airport at least 4 hours before the departure.

**TIP:** Print this list before your trip!

# AIRPORT CHECKLIST

## ATTENTION!

All items mentioned above must be taken with you, in your hand luggage for your safety and because they will be shown at immigration, where you won't have access to your checked luggage.



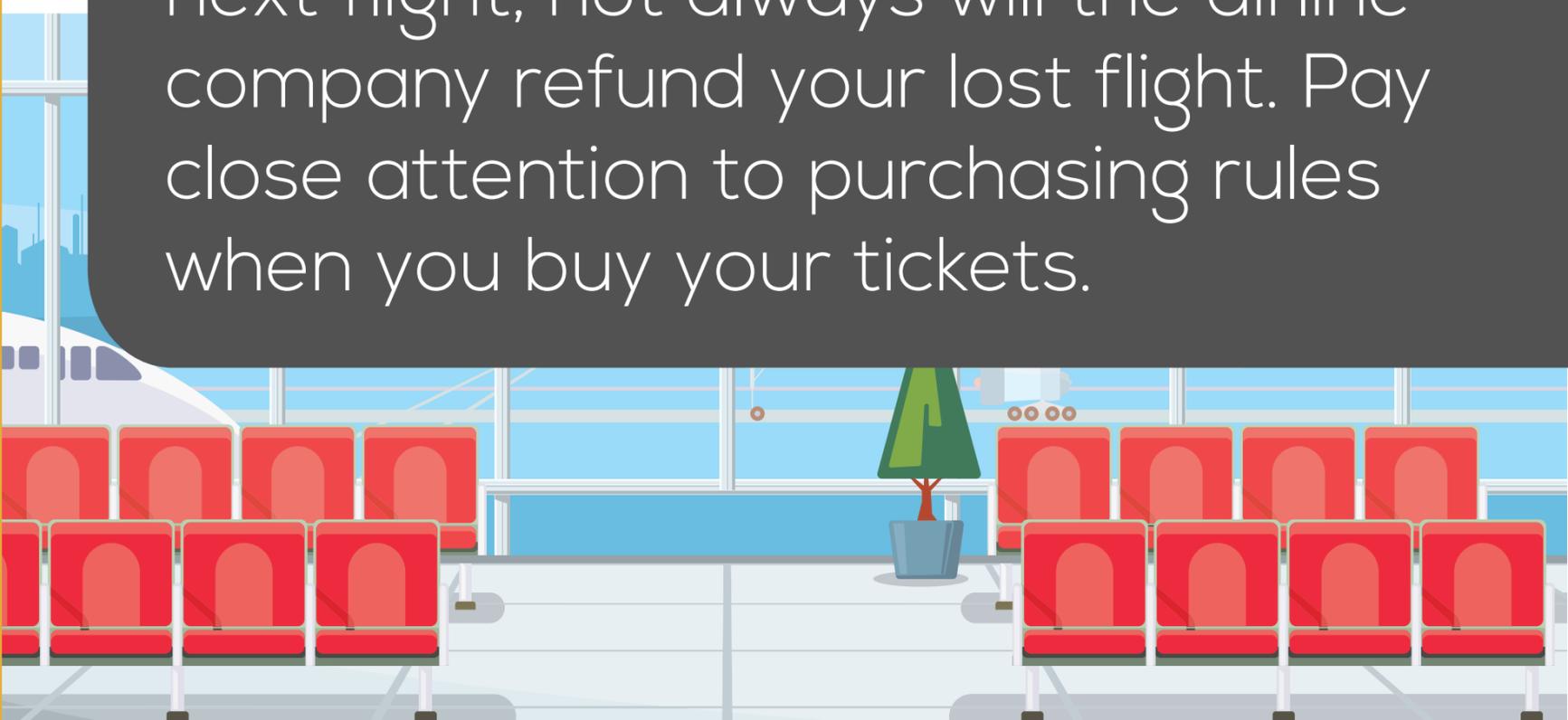
# AIRPORTS IN NEW YORK

New York has three airports, John F. Kennedy, Newark Airport and the Airport of La Guardia.

We recommend our students to get the Megabus, Greyhound or rent a car to get to the place where you are staying. New York is a big city and the use of the public transportation with luggage can be difficult, besides it will take you more time to get to your final destination.

## ATTENTION!

Avoid connections with little time in between. Delayed flights are very common, and in case you miss your next flight, not always will the airline company refund your lost flight. Pay close attention to purchasing rules when you buy your tickets.



# EXPLORING NEW YORK



# WELCOME TO NEW YORK

New York is one of the most wealthy, famous and cosmopolitan cities in the United States. It stands out for being a dynamic financial area, with the Stock Market at the Wall Street. Besides, important companies known worldwide are established in the city such as JPMorgan Chase, Verizon and CITI.

Of course, it is also a very popular tourism destination, due to the skyscrapers and different cultures from all over the world.



# ACCOMMODATION IN NEW YORK

The Campus you will study in will be chosen 4 months before the start of classes. There are two options:

## **SUNY Albany**

Students can stay in hotels or choose an Airbnb of your preference. Our Travel Preparation team will send some suggestions of hotels with promotional rates a few months before the trip.

## **SUNY New Paltz**

The New Paltz campus offers housing for our students, and the information about the availability of the rooms are shared during the Preparatory Meetings. Students can also choose to stay at Hotels or Airbnb.

# TRANSPORTATION IN ALBANY OR NEW PALTZ

**Albany:** : the city has several transport options. Through Transit app, you'll know where your bus is and what time it will pass through the main points of the university and, if you present the student card, you will not pay for the ticket. If you want to visit Manhattan or Boston, it is recommended to use the trains of the Amtrak or Via Rail, or through Greyhound and Megabus.

**New Paltz:** the university campus is located in downtown, therefore, students usually walk to Main Street or share an Uber (about \$5).

**Albany e New Paltz:** The use of taxi is not recommended, and apps like Uber and Lyft offer prices that are more competitive.

# RESTAURANTS

Restaurants close to **SUNY Albany**.



## **CITY LINE**

City Line is a restaurant that has hamburgers, Italian food, finger food and drinks in the menu.



## **CHIPOTLE MEXICAN GRILL**

Fast-food chain specialized in tacos, burritos and other Mexican food.



## **FIVE GUYS**

North American Fast Food restaurant that offers hamburgers, hot dogs and French fries.

Students can also apply for the Meal Card from SUNY Albany, which will give permission to eat at the restaurants located in the campus through Dinning Bucks.

# RESTAURANTS

Restaurants near **SUNY New Paltz**.

## PEREGRINE DINING HALL

### PEREGRINE DINING HALL

The biggest restaurant near the campus which offers a huge variety of food.



### CHICK-N-BAP

Korean food chain inspired by the historical trajectory from this culture in New York.



### FUCHSIA TIKI BAR

This is a bar-restaurant that will provide you with an experience different from the hectic life of New York. Its menu is focused on Latin American food.

# MARKET

Some recommendations near **SUNY Albany**:



## WALMART

The biggest department store in the world.



## WHOLE FOODS

Supermarket chain specialized in natural and organic products.



## CVS

Biggest pharmacy in the United States.

# MARKET

Some recommendation near **SUNY New Paltz**:



## DEDRICK'S PHARMACY AND GIFT SHOP

Pharmacy and department store close to the University.



## MAIN COURSE MARKETPLACE

Store with all the basic products you will need with restaurants inside.



# GET TO KNOW OUR CAMPUSES

IBS Americas carefully elaborates courses and program contents, while partner universities offer their infrastructure and faculty members, composed of PhD Professors with great professional and academic experience. Next, learn about the 5 institutions where we offer our programs.



# CSUN



## California, United States

One of the biggest and most important American universities. Reference in education and research in different areas of knowledge, the **California State University, Northridge**, stands out in shaping Technology and Business professionals. It's a leading institution in market changes area and a center for creation and diffusion of innovative ideas.

[CLICK HERE](#)

**CSUN**<sup>®</sup>

CALIFORNIA  
STATE UNIVERSITY  
NORTHRIDGE



# ULV



## California, United States

The **University of La Verne** is one of the most traditional and respected American universities. Founded in 1891, it's a private, non-profit institution, linked to foundations that support education for students from emerging countries. ULV, which is situated in California, just 50 minutes from Los Angeles, is a partner university of IBS Americas that receives the biggest number of students.

[CLICK HERE](#)

**University of  
La Verne**



# SUNY



## New York State, United States

The **State University of New York** is one of the most respected education systems in the United States. The intensive 3-week programs are offered in campuses of New Paltz and Albany. Students of this institution go through a technical visit in the UN's headquarter, in Manhattan (NY), obtaining a deep perspective on international relations.

[CLICK HERE](#)



# PEARSON COLLEGE LONDON



London, United Kingdom

**Pearson College London** is one of the most modern and renowned institutions in the UK. It is part of the Pearson group, which is one of the biggest companies in the world, with its stock listed in the London Stock Market. Its faculty is an international reference in several areas of knowledge such as Innovation, Accounting, Law, and Marketing.

[CLICK HERE](#)



**Pearson  
College  
London**



# CUOA



Italy, Europe

**CUOA Business School** is one of the most active teaching centers of Business Administration in Europe. Founded in 1957, it is a business school located in Italy. CUOA teaches programs in English for students from all over Europe and the world, and is a private, non-profit foundation, that supports students from emerging countries.

[CLICK HERE](#)



# IBS AMERICAS



## São Paulo, Brasil

Member of the Institute of International Education (IIE) and the European Foundation for Management Development (EFMD), the **International Business School Americas (IBS Americas)**, offers international programs for executives since 2003 in different areas of Business Administration. Our Strategy and Marketing for Emerging Countries and Survival Portuguese are offered in the months of January and July, with full-time classes and activities.

[CLICK HERE](#)



**IBS**  
INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —



# CONTACT

Program coordinator:

**Prof. Ricardo P. de Britto**

Doctor in Business Administration

## IBS AMERICAS

 [info@ibs-americas.com](mailto:info@ibs-americas.com)

 +1 (617) 430-6010

 +55 (11) 3262-2782

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

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