



SCHOLARSHIP

STUDY ABROAD

CSUN[®]

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

Content

1 Presentation

2 Program Content

3 Program Structure

4 Fees, dates and how to apply

5 Contact

Summer/Winter programs in California



Presentation

California State University, Northridge (CSUN), in partnership with IBS Americas, offers the opportunity to discuss forefront subjects related to one of the most dynamic environment in the business world.

These institutions offer Higher Education (undergraduate and graduate) students the opportunity to attend intensive courses in the United States. The classes take place in January and July every year and cover a variety of cutting edge topics, relevant to driven young professionals.



The program takes **3 weeks**, full-time studies, **Monday to Thursday**, starting at **9 am**. To ensure close contact between the professor and students, classes are composed of groups from **15 to 35 participants**.



Course descrip-

The programs are aimed at undergraduate and graduate students in Business Administration or students in other fields with an interest in understanding the foundations of International Business, while improving their English skills.

The objective is to add important knowledge of Business Administration to students training, offering the student an advanced view of contemporary topics on the chosen subject and an indispensable international experience.

Classes are taught entirely in English, with full-time classes and activities. For students with English difficulties, there is also the option of attending an English module.

A program tailored to

Our program has been structured to take place between school semesters, which allows students to extend their expertise and participate in an international program without having to interrupt their ongoing studies. A certificate of completion is awarded to students based on their attendance and participation in classes.

There is no final examination, instead the students present seminars and weekly work-focused assignments. The goal is to structure an interactive and concrete program in which students become involved in the development of practical activities.



Programs

COMMUNICATION, DESIGN & INNOVATION – CDI

Managing Integrated Marketing Communications; Communication Design; Innovation & New Trends in Business Communication; Company visits and Business cases.

DIGITAL COMPANIES & THE E-BUSINESS REVOLUTION – DCE

The Digital Revolution and Business Analytics; Information Exchanges Facilitated by Technology; Internet of Things (IoT). Company visits and Business cases.

DESIGN THINKING & INNOVATION – DT

Innovation and Culture; Optimizing Existing Assets: Innovative Thinking and Inspired Action; Persuasive Communication in Technology and Innovation. Company visits and Business cases.

LEADERSHIP IN AN AGE OF DISRUPTION – LAD

Organizations in Transition, Leadership revisited by contemporary trends, The new social architecture and the multi-generation workforce. Company visits and Business cases.

Business English module (optional): Business English. Basic structures of English for business contexts. Grammar and fluency.

Background readings: Students will receive a set of articles for reading 4 months in advance, enabling their best preparation for classes.



Visits to local companies,

The group will visit a well-known local company or have lectures with local executives. These trips and lectures provide the opportunity to gain first-hand knowledge about the intricacies of American business settings.

Students are also provided with suggestions for visits to other organizations and events that they can undertake in their spare or leisure time.

Program



California State University, Northridge (CSUN) was founded 1857 and your Educational System is formed by 23 campuses in the state of California and is the largest Educational Public University System of U.S.

The campus is located in Northridge, 20 minutes from **Hollywood**.

Our objective is to provide an academic international experience focusing on the youth professional. Being aware of some student problems to enroll in an international program, we provide a well-succed scholarships program.

In order to best assist you, you will receive:

- Texts of background reading so that you may complete class preparation several weeks in advance of travel;
- Invitations to attend meetings with the group, sharing information and meeting the people who will take the course;
- Documents for obtaining a visa to travel to the U.S; (if necessary);
- Suggestions for tours, sightseeing, shopping and visits during your free weekends.

Investment

Send us your application form in order to attend this once in a lifetime opportunity. We are accepting students from foreign countries, and offering scholarships that covers up to 70% of the tuition costs. See below normal values and the scholarship that may be granted to you after CV analysis.

Course	Tuition + enrollment fee	Cost to Student with 70% Scholarship
CDI, DCE, DT, LAD	U\$ 6.479,00 + U\$ 90	U\$ 2.034,00

*This value can be paid up to 16 installments without interest, depending on your preferred date of departure.

Estimate Expenses

Accommodation:

Students may choose to stay in one of the hotels/students housing listed below or search for additional options VIA travel websites, travel agents, etc.

January: Extended Stay America Hotel Northridge

(most indicated): approximately USD 60*/day in a shared room; Howard Johnson by Wyndham: approximately USD 65*/day in a shared room.

July: CSUN Housing package USD 950.00*/person/double room, without breakfast. The campus offers several options for breakfast and lunch, both in January and July.

*All costs are subject to change.

Flight Tickets: costs vary depending on the country of origin.

Upcoming Dates



We are now receiving applications for our scholarship selective process:

2022	
January	From 10th to 28th
July	From 11th to 28th
2023	
January	From 09th to 26th
July	From 10th to 27th

Enrollment process

The first step to participate in this program is to apply for a scholarship with the [ONLINE APPLICATION](#).

There is a limited number of scholarships available to international students. For more information regarding the deadline for applications, please contact the IBS Americas staff.

The evaluation of your admission and scholarship application will take approximately ten days. If admitted, you will then have one week to accept the offer and enroll fully into the program.

Certificate



*The program must be fully paid prior to the program start.

Certificate in Executive Management - Issued by California State University

Business English Program – Issued by California State University (campus Northridge)

Start your application!

Get to know California State University, Northridge:

<https://www.csun.edu/>

Prof. Vanessa Andrade - **vanessa.andrade@csun.edu**

+1 617-430-6010

