

**From:** "Prof. Ricardo Pitelli de Britto" <[welcome.pos@unip.br](mailto:welcome.pos@unip.br)>

**Date:** September 23, 2014 at 1:25:37 PM EDT

**To:** <[oyinlola1@slb.com](mailto:oyinlola1@slb.com)>

**Subject:** **Scholarship for Summer/Winter program in Brazil**

Dear Sola Oyinlola,

I am a Brazilian Professor, Dean of the International Business School Americas and formal member of **IIE**. IBS, in partnership with UNIP, one of the most important Brazilian higher education institutions, has been organizing and divulgating programs taught in English since 2011, welcoming international students interested in developing managerial skills through the program "Strategy & Marketing for Emerging Countries".

Therefore, I am using this opportunity to ask your favour regarding the subject above, I kindly request that you send this scholarship program information to your regulary enrolled students. It is important to note here that in as much as this information is for all your regulary enrolled students, we have preferences for these who fulfill the following conditions:

- Sophomore (2<sup>nd</sup> year) or up and graduates.
- Intermediate level of the English language.

This program will offer participants the opportunity for intercultural integration and awareness. The program is offered in São Paulo, more specifically near Paulista Avenue – one of the most modern and **safest** areas of the city, heart of Latin America financial district and home of the international community in São Paulo.

There will be people from all over the world with diverse cultural orientations and understanding, thereby providing a multicultural interaction. Our last groups were composed of students from more than **25 different countries**. See testimonials of previous students ([Cory Matthews](#) and [Jeffrey Vicente](#)) to learn about their experience here.

This intensive 3-week program is designed for students and young professionals, with no restriction on field of study and no background of Portuguese language is required to be eligible for the programme.

I am looking forward to your kind answer,

Yours sincerely,

Prof. Ricardo Pitelli de Britto, PhD.

PhD in Administration at USP

Postgraduation Coordinator of UNIP

Honorary Research Fellow at the Exeter University – United Kingdom

DESS (French MBA) at the University Pierre Mendes – France

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Dear student,

We want to communicate to all interested candidates of this university, that there is a great opportunity to participate in a scholarship program offered by IBS Americas in partnership with UNIP - Universidade Paulista, in São Paulo, Brazil UNIP is conveniently located near Paulista Avenue, one of the **safest** areas of the city, heart of the Latin America financial district and home of the international community in São Paulo.

International students can apply for Scholarship covering 70% of tuition costs, being eligible second-year students and up or graduates students. Programs are offered 3 times a year as follows:

January: 2 weeks

July or August: 3 weeks

We have available the following multicultural course:

1. *Strategy & Marketing for Emerging Countries*: this course is taught in English and is focused on emerging countries context.

Contents	Contact classes
-Strategy & Competitiveness: basic concepts and BRICS countries context -Strategic and marketing aspects of conquering markets in low incoming countries -Current Economic Scenario of Brazil and other emerging countries -Industrial and Consumer Markets: key elements for understanding emerging countries -Foreign Trade and Direct Investment -Logistics and structure -Sustainable Development in emerging countries	48h
-Survival Portuguese (optional)	22h
-Guided visits to enterprises and organizations	8h
-Guided visit to the Port of Santos (optional)	4h

2. *Survival Portuguese and Business Etiquette*: the course aims at providing students with some basic communicative aspects of the Portuguese language in the business context.

This is a great opportunity to know Brazil, one of the newest economic powers in the world and opening up new academic and professional horizons for you. For example, our last groups were composed of students from more than 20 different countries.

You can visit our Youtube channel to watch the testimonials from our last July group:

France: [Claire Paillet](#) ;

Hong Kong: [James Russell Lim Tze Yang](#) ;

United States of America: [Cory Matthews](#) and [Jeffrey Vicente](#) .

How to participate? All interested candidates should contact my assistant, Boris Guedes: [boris.guedes@ibs-sp.com.br](mailto:boris.guedes@ibs-sp.com.br) not later than **October, 5<sup>th</sup> of 2014** and you will be given an application form and all detailed information regarding the course.

Best regards,

Prof. Ricardo Pitelli de Britto, PhD.

PhD in Administration at USP

Postgraduation Coordinator of UNIP