Brazil Scholarship Program

See Program Flyer for information

The course Strategy & Marketing for Emerging Countries is an opportunity for students from all over the world to attend a 3-week certificate program, an immersion in the emerging countries context. Students are supported by an extensive scholarship program, covering 70% of the expenses of the chosen course, for this reason, we welcome them to apply and participate in our courses in Brazil, opening new professional horizons for them.

The courses take places in São Paulo, (Brazil) which is one of the 2014 World Cup host cities (where the opening ceremony will be held). These programs are designed for students who fulfill the following conditions:
- From 3rd year or 5th semester undergraduates and all graduates.
- There is no restriction on field of study and no background of Portuguese language is required to be eligible for the program since the program is taught in English. Despite our university is offering more programs in other fields of study, this is the only program in English and covered by the scholarship.

Through a partnership between the International Business School of Sao Paulo and the Paulista University, this scholarship program is designed to take place during the holidays and, as a result, there is a 70% reduction on the regular price.

1. The following multicultural courses are available:

A. *Strategy & Marketing for Emerging Countries: this course is given in English and is focused on emerging countries context, being an opportunity for students from all over the world to attend a 3-week certificate program.
   - Strategic & 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;
   - Legal aspects: investing and working;
   - Sustainable Development in emerging countries;
   - Guided visits to companies and organizations;
   - Guided visit to the Port of Santos (optional);

B. *Survival Portuguese: the course aims at providing students with some basic communicative aspects of the Portuguese language (grammar, business etiquette and day-by-day contexts).
   *Upon request, students will be issued transcripts for the course.

This short-term program takes place every year in:
- January
- July
- August
2. Faculty:
Composed of researchers, the faculty members are PhDs, MSc and specialists in their fields of expertise, the program objective is to present the main characteristics of Emerging Countries and how to succeed in this new global frontier.

3. Website:
- You can find more information in English regarding this opportunity if you click here: http://www.ibs-sp.com.br/unip_us.html

4. Number of scholarships and places offered:
Period | Number of scholarships available | Limit of places available
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July 2014 | 15 | 21
August 2014 | 20 | 30
January 2015 | 30 | 50
July 2015 | 25 | 50
August 2015 | 25 | 50

Actually we have received students from over 25 nationalities, and each group of students is composed between 20 -25 students.

5. How to participate?
All interested candidates should contact welcome.pos@unip.br and they will be given an application form and all detailed information regarding the course. The first step is to apply for a scholarship by filling and submitting your Application not later than May, 11th of 2014. Students must choose one of these 3 course options on the application. There is a limited number of scholarships available to international students. The evaluation of the application takes about one week, considering curriculum analysis. After that, the place will be available for one week for the completion of the enrollment process.