

IBS Americas and Pearson College London

Welcome to Online Programs

05/03/2021



IBS
INTERNATIONAL
BUSINESS SCHOOL
— AMERICAS —

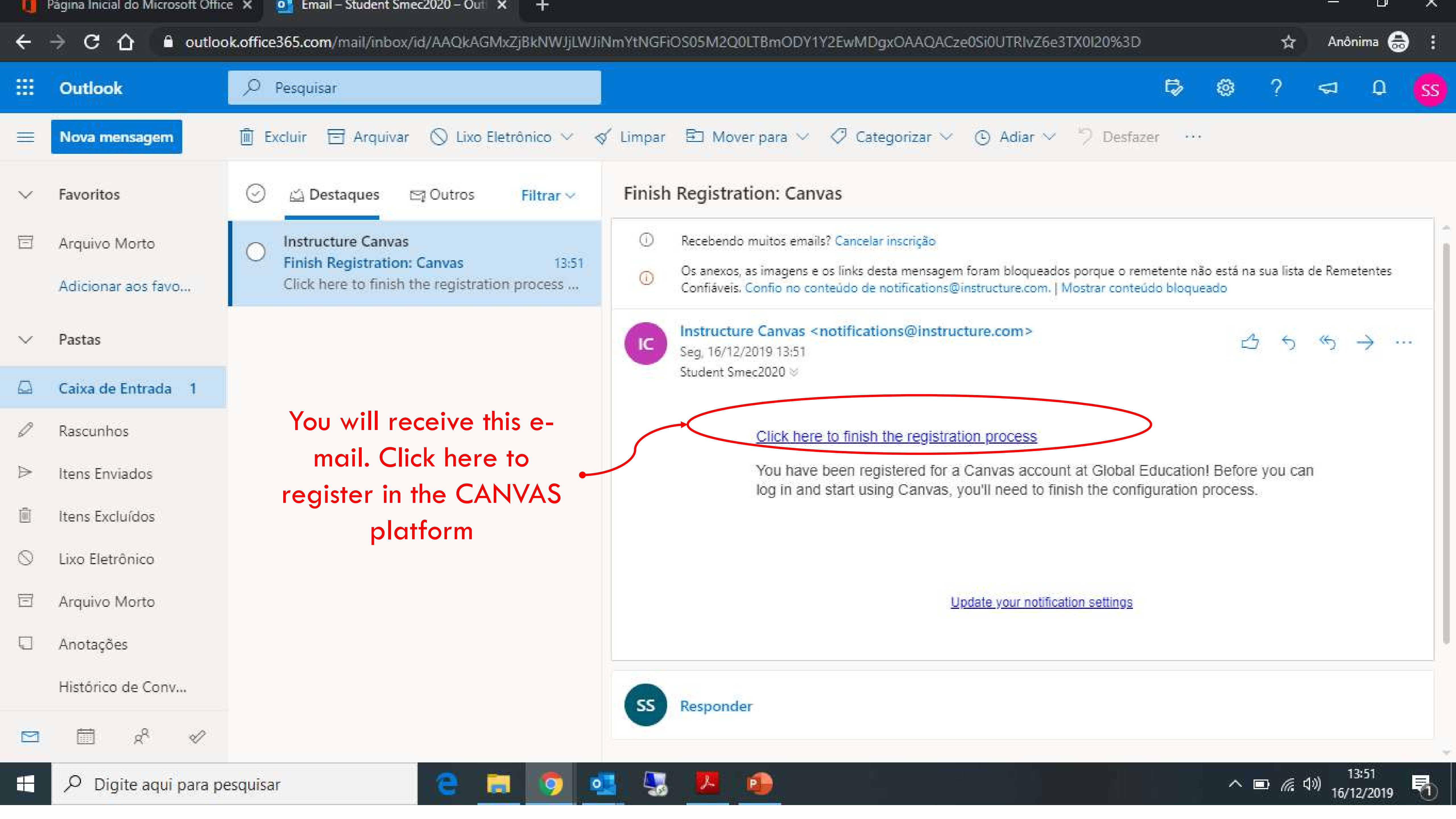
Agenda

- Welcome Students
- Access to the Canvas platform
- Main resources available on the Canvas platform
- Programs Available
- Program Contents
- Classes Schedule
- Final Project Presentation

Welcome

- Participants of this online program will be also attending the face-to-face programs in California when the health authorities from both countries allow international travels and in-class lectures
- WITS students will earn the academic credits regarding to the International Study Tour, an academic requirement for their graduation.
- After their graduation, at the time defined by WITS Business School in accordance with its academic calendar, the students will have the opportunity of traveling to California, having the international experience provided by this program, and earn a Certificate issued by the University of La Verne.

Presentation of the Canvas Platform



You will receive this e-mail. Click here to register in the CANVAS platform

Finish Registration: Canvas

- Recebendo muitos emails? [Cancelar inscrição](#)
- Os anexos, as imagens e os links desta mensagem foram bloqueados porque o remetente não está na sua lista de Remetentes Confiáveis. [Confio no conteúdo de notifications@instructure.com.](#) | [Mostrar conteúdo bloqueado](#)

Instructure Canvas <notifications@instructure.com>
Seg, 16/12/2019 13:51
Student Smec2020

[Click here to finish the registration process](#)

You have been registered for a Canvas account at Global Education! Before you can log in and start using Canvas, you'll need to finish the configuration process.

[Update your notification settings](#)

SS Responder



Welcome Aboard!

In order to set up your account, we'll need a little more information.

Login: student.smec2020@ibs-americas.

Password:

Time Zone: Brasilia (-03:00)

I agree to the [Acceptable Use Policy](#)

Register

Here you need to choose a password

1

check here

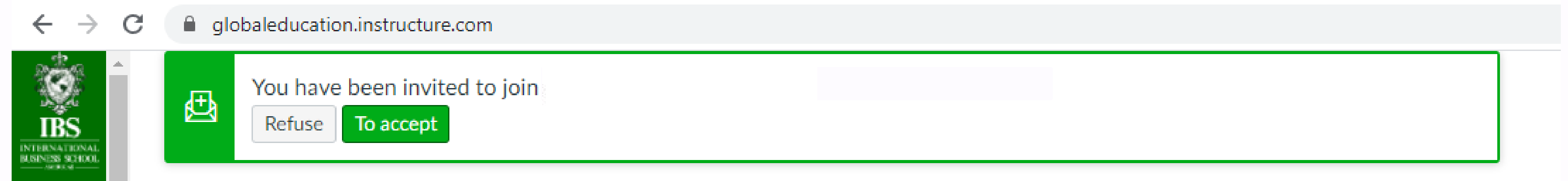
2

3

And click the "REGISTER" button to complete your registration

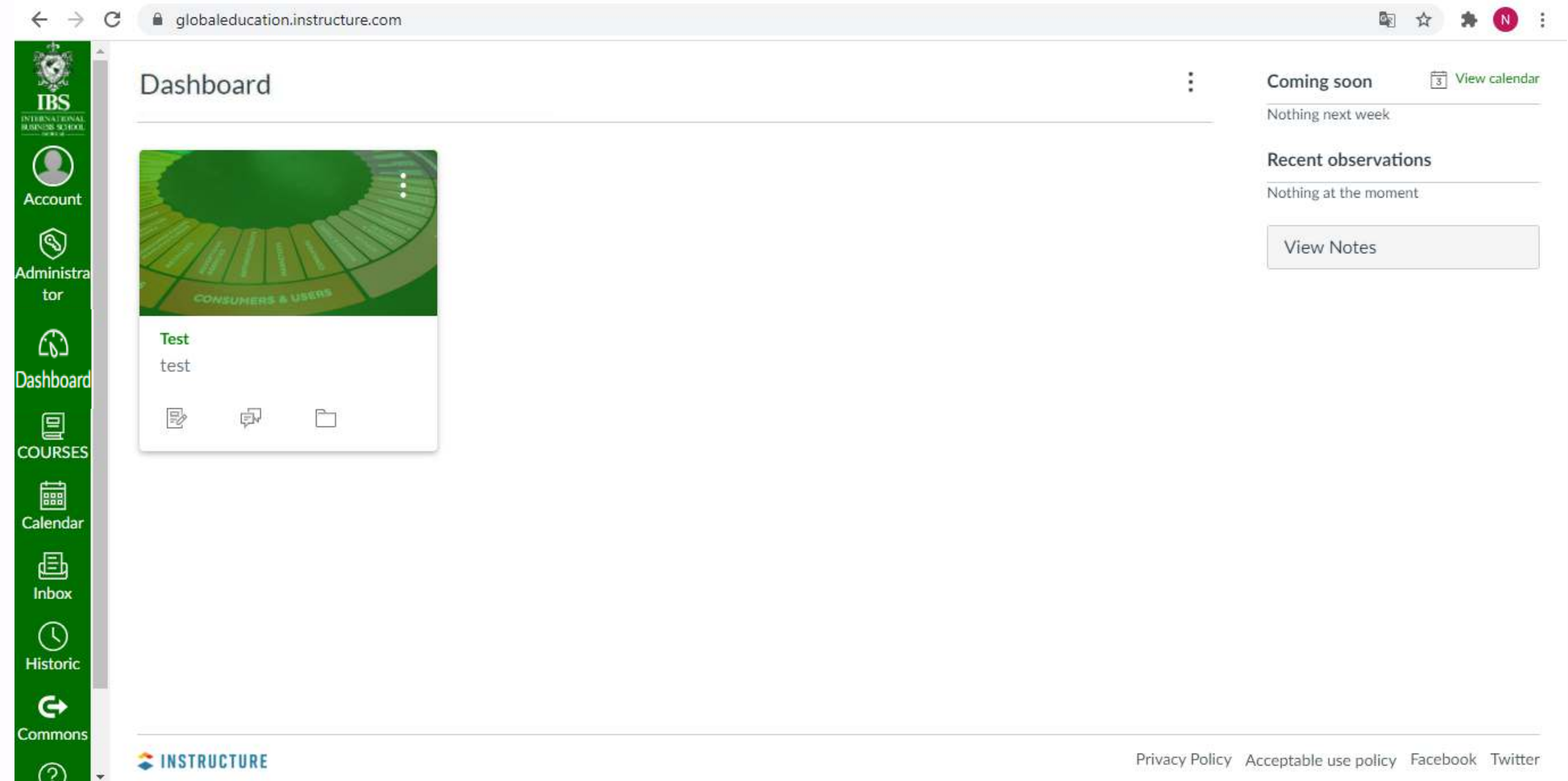
Dashboard:

You will receive an invitation to join the course as a student



This will be your main page.

Here you will have access to your program

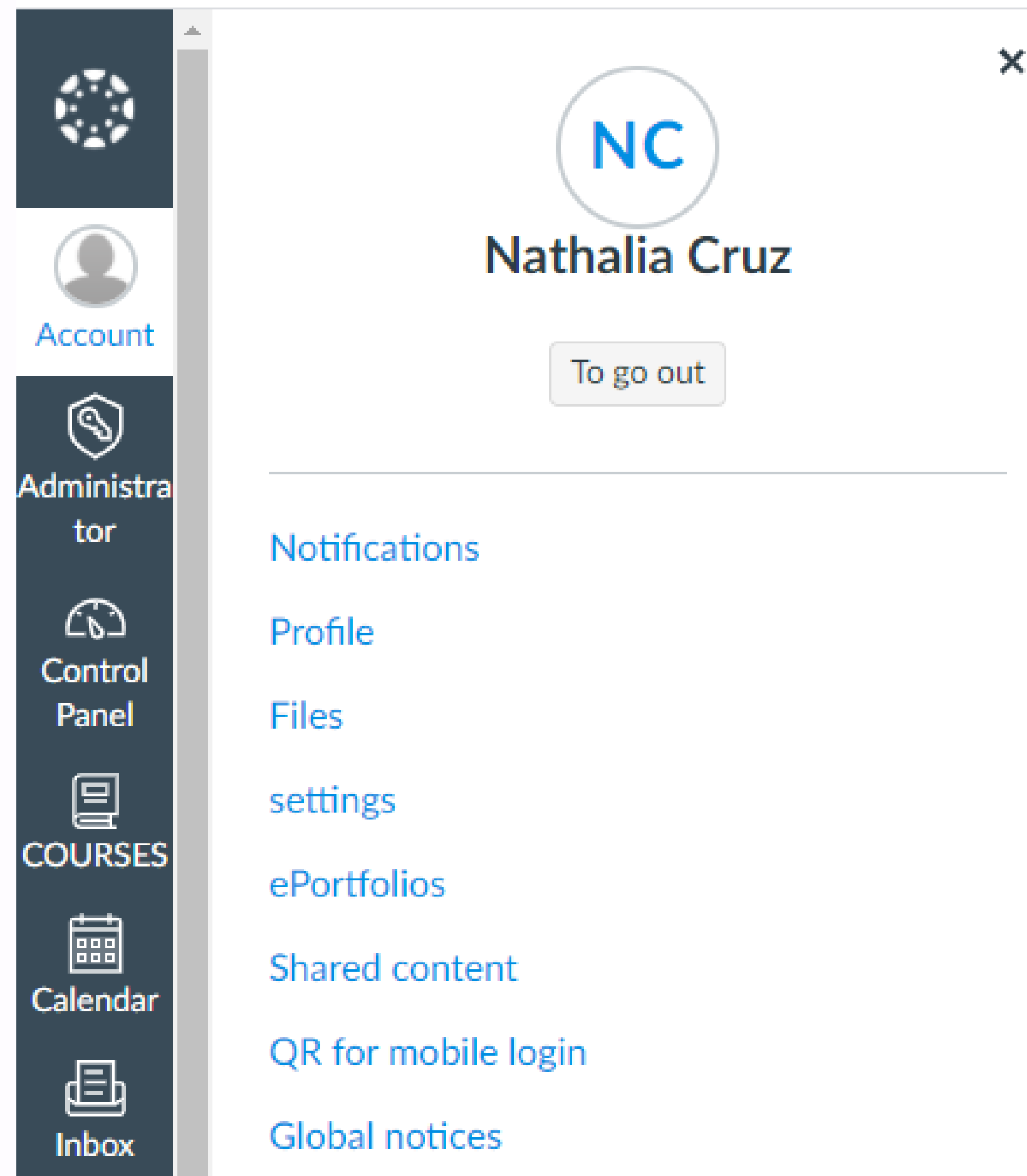


Main resources available on the Canvas platform

Account area:

Manage your
notifications,
profile

information and
shared content



The screenshot shows the Canvas user account area. On the left is a dark sidebar with navigation icons and labels: a globe icon, a person icon labeled 'Account', a shield icon labeled 'Administrator', a control panel icon labeled 'Control Panel', a book icon labeled 'COURSES', a calendar icon labeled 'Calendar', and a document icon labeled 'Inbox'. The main content area features a user profile for 'Nathalia Cruz' with a circular profile picture containing the letters 'NC' and a 'To go out' button. Below the profile is a list of menu items: 'Notifications', 'Profile', 'Files', 'settings', 'ePortfolios', 'Shared content', 'QR for mobile login', and 'Global notices'. A close button 'x' is located in the top right corner of the main content area.

Account area:

In notifications it's possible to control what kind of notification you prefer for each topic

The screenshot shows the 'Account notification settings' page in the Canvas LMS. The browser address bar indicates the URL is `globaleducation.instructure.com/profile/communication`. The user is identified as Nathalia Cruz. The page is divided into a left sidebar and a main content area. The sidebar contains navigation links: Account, Administrator, Control Panel, COURSES, Calendar, Inbox, Historic, and Commons. The main content area is titled 'Account notification settings' and lists various notification topics. Each topic has a corresponding notification icon (calendar, bell, or muted bell) indicating the preferred notification method. The 'Assessment' section includes a toggle switch and a note about sending scores to non-institutional email addresses.

| Topic | Notification Method |
|-----------------------|--|
| Course activities | Email (nathalia.cruz@ibs-americas.com) |
| Deadline | Calendar |
| Evaluation policies | Calendar |
| Course content | Muted Bell |
| Files | Muted Bell |
| Warning | Bell |
| Notice created by you | Muted Bell |
| Assessment | Bell |

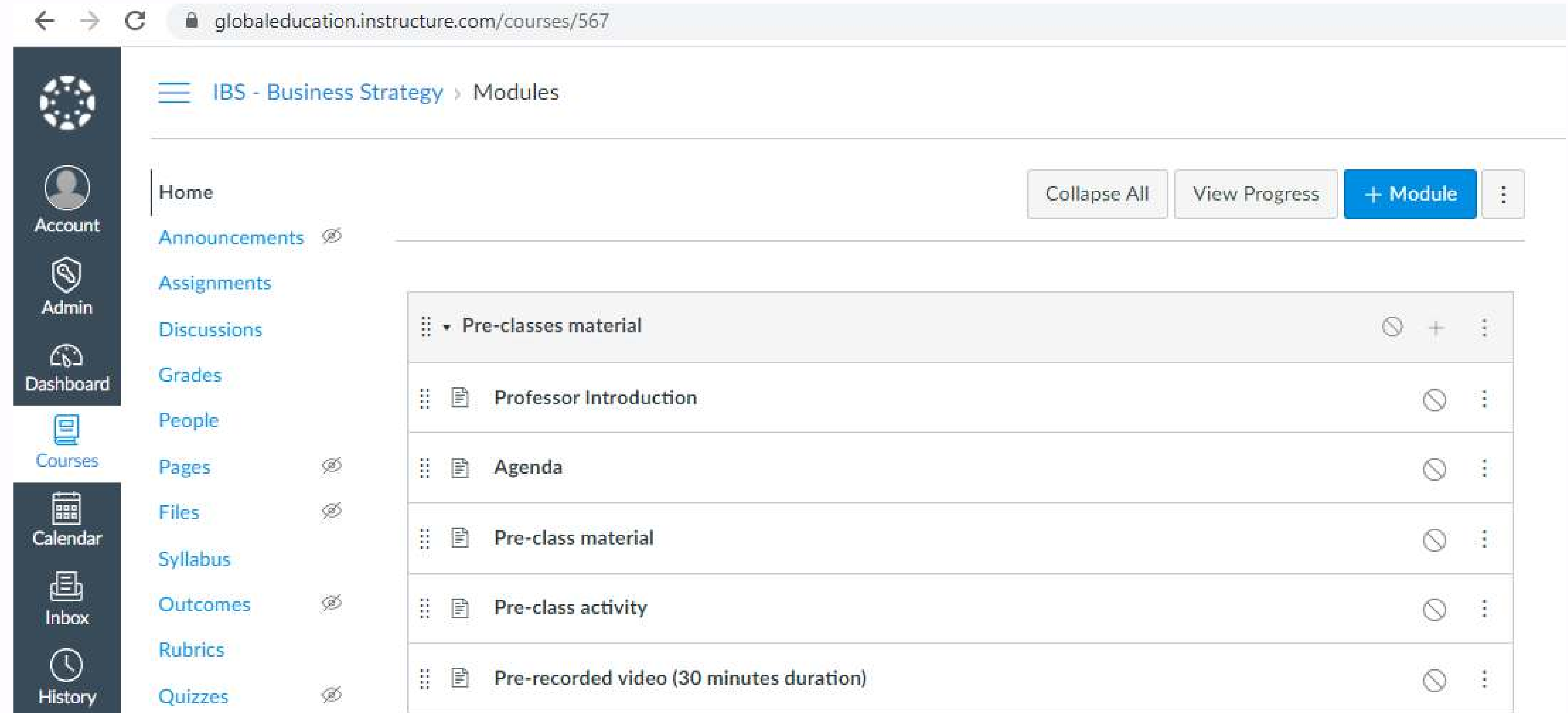
Include scores when alerting about notes. If your email is not an institutional email, it means that confidential content will be sent outside the institution.



Courses:

For the program, this will be the structure:

- Professor Introduction
- Agenda
- Pre-class material
- Pre-class activity
- Pre-recorded video (30 minutes duration)
- Video Classes (2 hour duration)
- Post-class activity – study case



The screenshot shows a web browser window with the URL `gloaleducation.instructure.com/courses/567`. The page title is "IBS - Business Strategy > Modules". On the left is a dark sidebar with navigation icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, and History. The main content area has a top navigation bar with "Collapse All", "View Progress", and a blue "+ Module" button. Below this is a list of modules under the heading "Pre-classes material".

| Module Name | Actions |
|--|---------|
| Pre-classes material | ⊘ + ⋮ |
| Professor Introduction | ⊘ ⋮ |
| Agenda | ⊘ ⋮ |
| Pre-class material | ⊘ ⋮ |
| Pre-class activity | ⊘ ⋮ |
| Pre-recorded video (30 minutes duration) | ⊘ ⋮ |

Calendar:

Here you can access the schedule for the classes and tasks

The screenshot shows the Canvas calendar interface. The browser address bar displays the URL: `globaleducation.instructure.com/calendar#view_name=month&view_start=2021-03-11`. The main calendar view is for March 2021, with the date 11th highlighted. The calendar grid shows days of the week (SUN, MON, TO HAVE, WED, THU, FRI, SAT) and dates from 28 to 27. The right sidebar shows a list of calendars: Nathalia Cruz (blue) and Test (green). Below the calendar list, there is a section for "NO DATE" and a "Calendar feed" link.

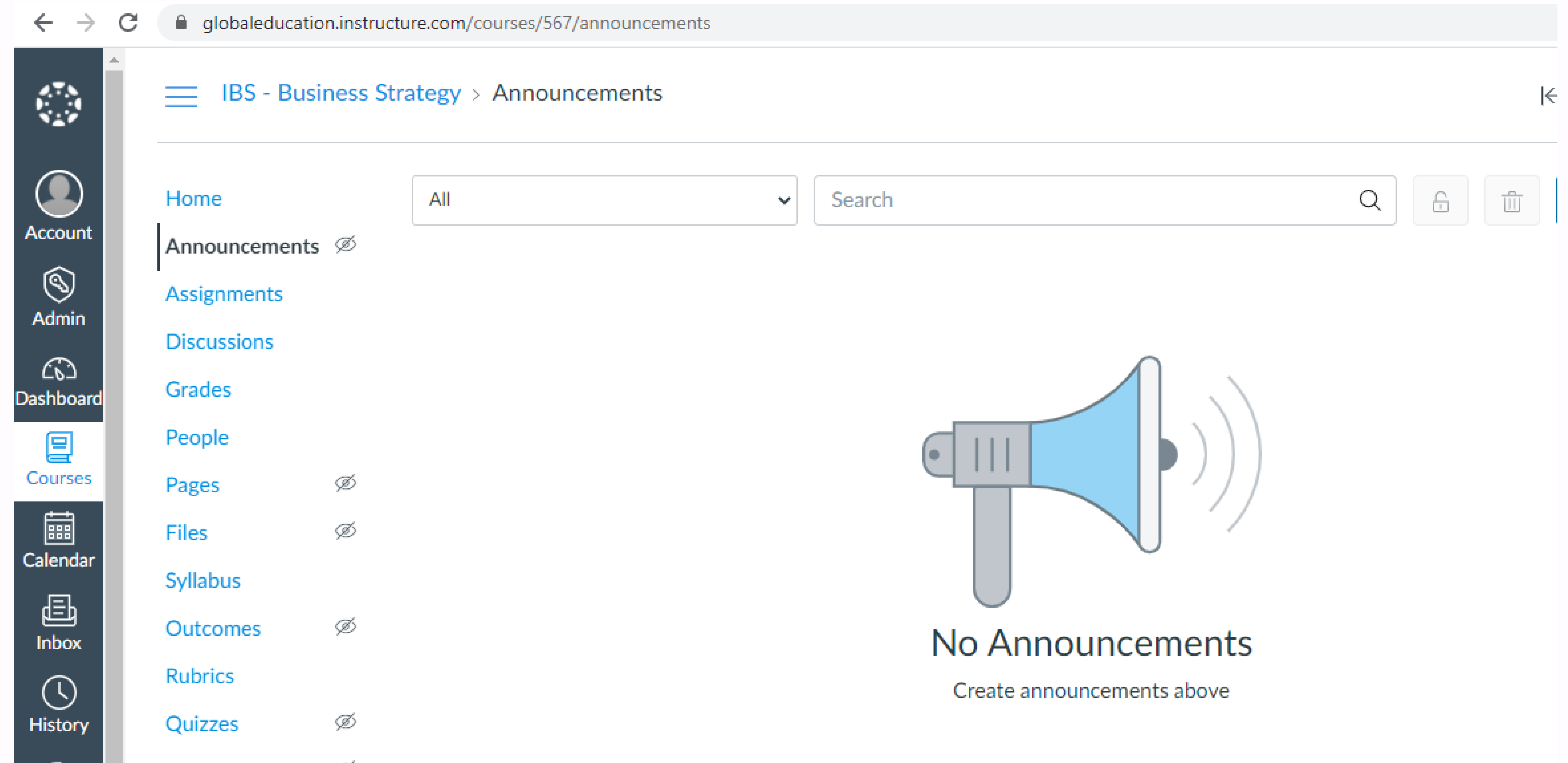
| SUN | MON | TO HAVE | WED | THU | FRI | SAT |
|-----|-----|---------|-----|-----|-----|-----|
| 28 | 1 | two | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |



Access to the Live Classes

The link to access the Class in the Zoom Platform will be available in Announcements

Click on the link in the day and time of the class.



The screenshot shows a web browser window with the URL `globaleducation.instructure.com/courses/567/announcements`. The page title is "IBS - Business Strategy > Announcements". On the left is a dark sidebar with navigation icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, and History. The main content area has a breadcrumb "IBS - Business Strategy > Announcements" and a search bar with "All" selected. Below the search bar is a list of course items: Home, Announcements (selected), Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, and Quizzes. The "Announcements" section is empty, displaying a large blue megaphone icon, the text "No Announcements", and the instruction "Create announcements above".

Discussions:


This area is for communication between students and coordination.

The screenshot shows the Canvas LMS interface for a course titled "IBS - Business Strategy". The page is titled "Discussions" and includes a navigation menu on the left with options like Home, Announcements, Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, Quizzes, Modules, Conferences, and Zoom. The main content area features a search bar, a "Discussion" button, and a section for "Pinned Discussions" which is currently empty, displaying a message: "You currently have no pinned discussions. To pin a discussion to the top of the page, drag a discussion here, or select Pin from the discussion settings menu." Below this is a section for "Discussions" ordered by recent activity, which is also empty.



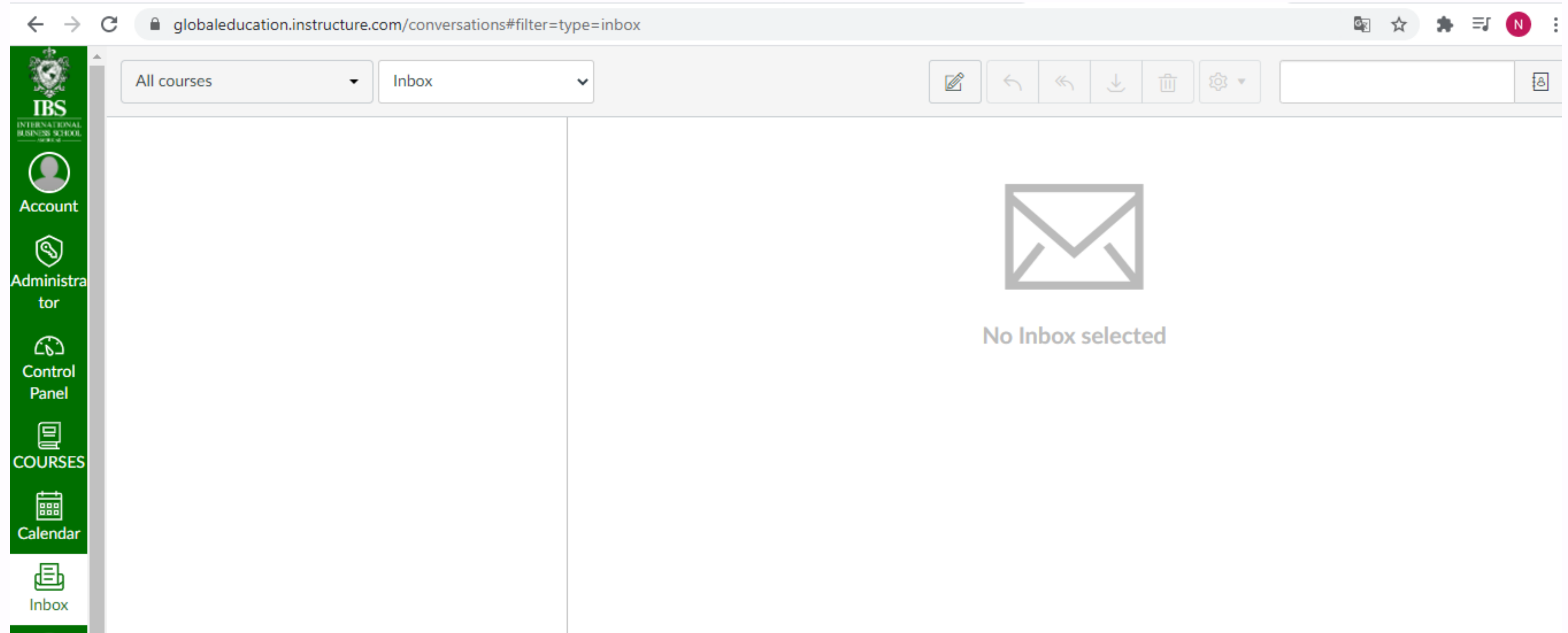
Courses:
In “People” you can see all the people assigned to program: professor, students and staff.

The screenshot shows the Canvas LMS interface for a course. The browser address bar displays `globaleducation.instructure.com/courses/85/users`. The page title is "test > People". A navigation sidebar on the left includes links for Account, Admin, Dashboard, Courses, Calendar, Inbox, History, and Commons. The main content area shows a "People" section with tabs for "Everyone" and "Groups". Below the tabs is a search bar labeled "Search people" and a dropdown menu set to "All Roles". On the right side, there are two green buttons: "+ Group Set" and "+ People". A table below displays the list of users:

| Name | Login ID | SIS ID | Section | Role | Last Activity | Total Activity |
|---|--------------------------------|--------|---------|-------------------|---------------|----------------|
|  Nathalia Cruz | nathalia.cruz@ibs-americas.com | | | Observing: nobody | | 14:23 |

Inbox

This area enables sending and receiving messages



In the area “Assingments” you can see all the tasks available.

The screenshot displays the LMS interface for the course "IBS - Business Strategy". The browser address bar shows the URL "globaleducation.instructure.com/courses/567/assignments". The page title is "IBS - Business Strategy > Assignments". A "Student View" button is located in the top right corner. The left sidebar contains navigation options: Home, Announcements, Assignments (highlighted), Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, Quizzes, and Modules. The main content area features a search bar labeled "Search for Assignment" and buttons for "+ Group" and "+ Assignment". Below these, a list of assignments is shown under a "Tarefas" header. The first assignment listed is "Professor Introduction", which has a lock icon and a three-dot menu icon next to it.

Here you can check your grades

The screenshot shows a web browser window with the URL `gloaleducation.instructure.com/courses/567/gradebook`. The page title is "IBS - Business Strategy > Grades". The interface includes a left-hand navigation menu with icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, History, and Commons. The main content area displays a gradebook table with the following data:

| Student Name | Professor Introduc... | Tarefas | Total |
|--------------|-----------------------|---------|-------|
| Test Student | UNPUBLISHED | - | ! - |

Additional elements include a search bar with the text "Search..." and a settings gear icon in the top right corner of the main content area.

Program themes

Pearson College London:

- Business Strategy

Program Contents

Business Strategy: Advanced Business Strategy Topics presented in a context of direct application of concepts in the decision-making process.

Faculty: Prof. Chris Jones - <https://www.pearsoncollegelondon.ac.uk/pearson-business-school/meet-your-tutors/chris-jones.html>

Classes Schedule

Opening of the platform for students' access to preparatory content and platform guidance:

April 8, 6pm to 8pm, London time. [Click here](#) to check the time in your region

Speed Networking - Meeting for student integration and networking with your classmates:

April 12, from 4pm to 6pm, London time. [Click here](#) to check the time in your region.

Virtual Amazing Race – Cultural group activity in which students have contact with California culture and daily life:

April 19, 6pm to 8pm, London time. [Click here](#) to check the time in your region.

Deadline for the final assignment: May 10th

Release of final grade of the program: May 15th

Classes Schedule

| | DATE | DATE | DATE | DATE | DATE | DATE |
|-------------------|---------------|---------------|---------------|---------------|------------|------------|
| BUSINESS STRATEGY | APRIL 14TH | APRIL 21ST | APRIL 26TH | APRIL 28TH | MAY 3RD | MAY 5TH |

Time of the live classes - PCL: always from 6pm to 8pm, London time. [Click here to check the time in your region.](#)

Business Strategy

| DATE | UK TIME | SA TIME | Activity |
|----------|---------------|---------------|--|
| 8 April | 6PM-8PM | 7PM-9PM | Briefing |
| 12 April | 4PM-4:45PM | 5PM-5:45PM | Speed Networking |
| | 5PM-6:30PM | 6PM-7:30PM | Opening Ceremony: Guest Speaker |
| 19 April | 6PM-7:30PM | 7PM-8:30 PM | Virtual Amazing Race |
| | 7:40PM-8:15PM | 8:40PM-9:15PM | Presentation |
| 14 April | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 21 April | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 26 April | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 28 April | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 3 May | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 5 May | 6PM-8PM | 7PM-9PM | Lecture/Company Presentation |
| 11 May | 6:30PM-7:30PM | 7:30PM-8:30PM | Farewell address: Navigating Your Way Through Covid 19 |
| | 7:30PM-9:00PM | 8:30PM-9:00PM | Closing Ceremony |



Prof. Chris Jones heads up the Entrepreneurship pathway of the Business Management courses, as well as teaching on the Industry Studies module. Chris is also the director of software house Chanjones Ltd. He's been programming in various languages since he was 12 years old. With experience ranging from logistics to computer vision to aviation.

Evaluation

Student's assessment

- Final test (Individual)
- Final project presentation (Group)

Approval criterion

- Grade 7 (ranging from 0 to 10)
- 80% attendance in classes



Final Project Presentation

- On the first day of classes, the professor will divide the class in groups with a similar number of participants.
- Each group will receive a different study case to work on.
- The professor will check on the development of each group.
- The final presentation will happen on the last day of class, for all the groups.



Thank You!



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