

IBS Americas and University of La Verne

Welcome to Online Programs



IBS
INTERNATIONAL
BUSINESS SCHOOL
— AMERICAS —

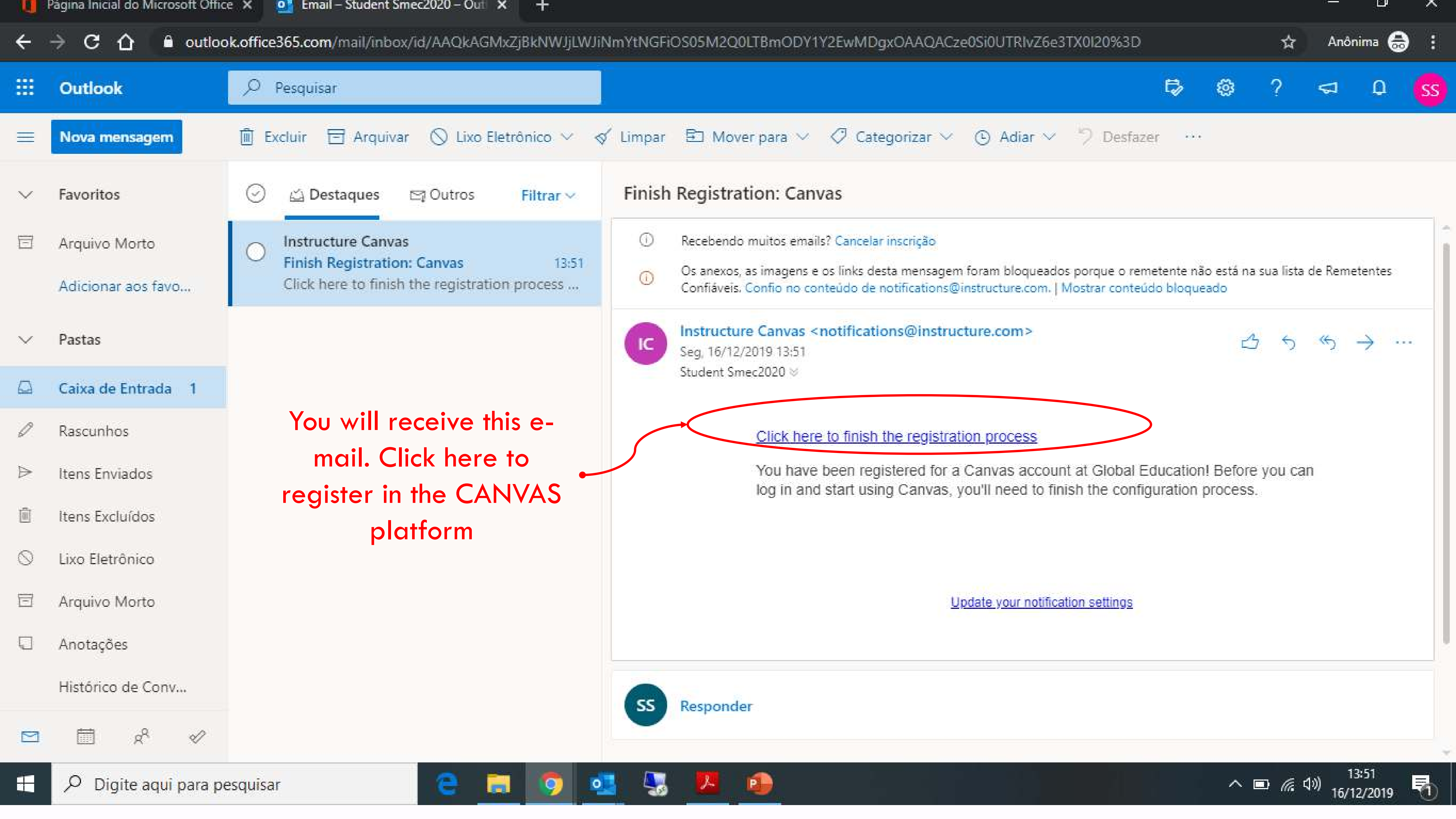
Agenda

- 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-americanas.

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

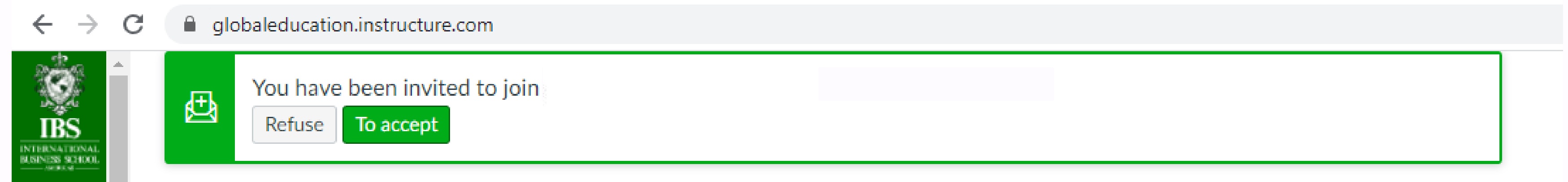
Main resources available on the Canvas platform

Dashboard:

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

This will be your main page.

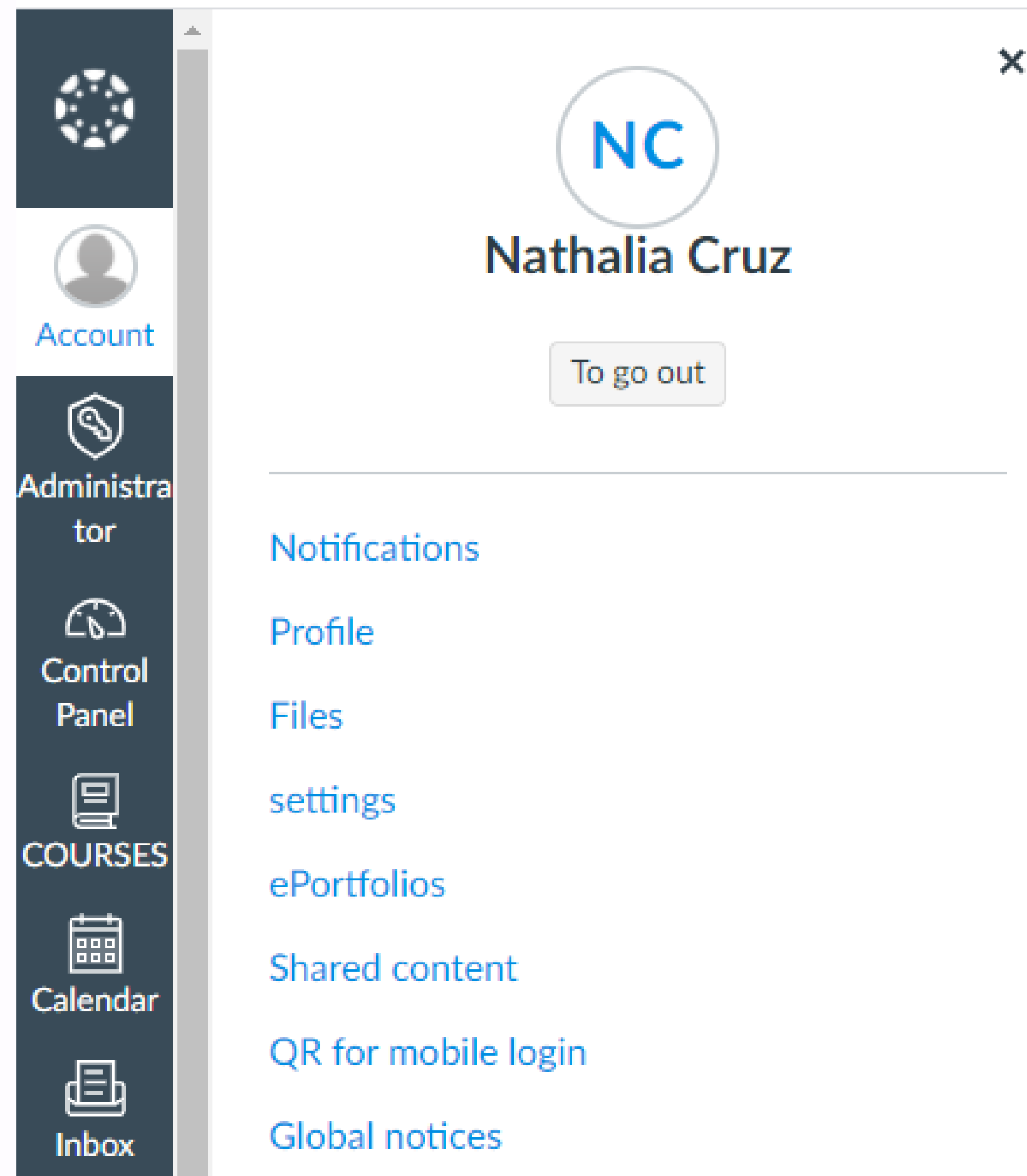
Here you will have access to your program



Account area:

Manage your
notifications,
profile

information and
shared content



The screenshot shows the Canvas LMS account area for a user named Nathalia Cruz. 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 dashboard 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 card with a circular avatar containing the letters 'NC', the name 'Nathalia Cruz', and a 'To go out' button. Below the profile card 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 profile card.

Account area:

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

gloaleducation.instructure.com/profile/communication

Nathalia Cruz > Account notification settings

Notifications

Profile

Files

settings

ePortfolios

Shared content

QR for mobile login

Global notices

Account notification settings

Course activities

Email
nathalia.cruz@ibs-americas.com

Topic	Notification Method
Deadline	Email
Evaluation policies	Email
Course content	Mobile
Files	Mobile
Warning	Mobile
Notice created by you	Mobile
Assessment	Mobile

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 globaleducation.instructure.com/courses/567. The page title is "IBS - Business Strategy > Modules". On the left is a navigation sidebar with icons for Home, Account, Admin, Dashboard, Courses, Calendar, Inbox, and History. The main content area has a top bar with "Collapse All", "View Progress", and a blue "+ Module" button. Below this is a list of modules:

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 displays the Canvas calendar interface. At the top, the browser address bar shows the URL: `globaleducation.instructure.com/calendar#view_name=month&view_start=2021-03-11`. Below the address bar, there are navigation controls for 'Today', 'March 2021', and view options: 'Week', 'Month' (selected), and 'Schedule'. The main calendar grid is organized by days of the week: SUN, MON, TO HAVE, WED, THU, FRI, SAT. The dates are as follows:

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

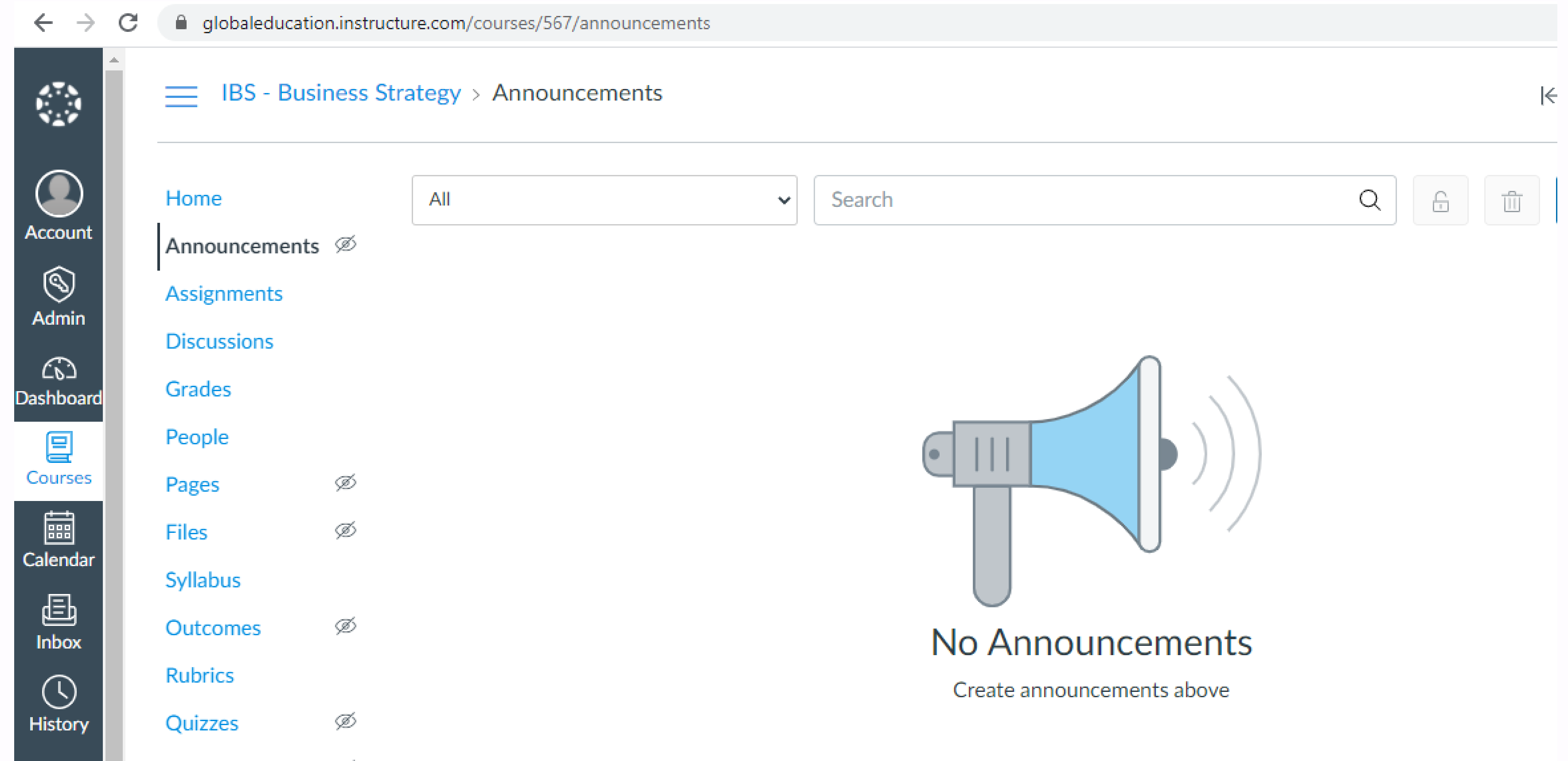
The right-hand sidebar features a mini calendar for March 2021 with the 11th highlighted. Below it, there is a section for 'CALENDARS' with two entries: 'Nathalia Cruz' (blue square) and 'Test' (green square). A 'NO DATE' section is also present. At the bottom of the sidebar, there is a 'Calendar feed' icon.



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 top navigation bar with a search box and a dropdown menu set to "All". Below this is a list of course items: Home, Announcements (selected), Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, and Quizzes. The "Announcements" section is currently empty, displaying a large blue megaphone icon and the text "No Announcements" with a subtext "Create announcements above".

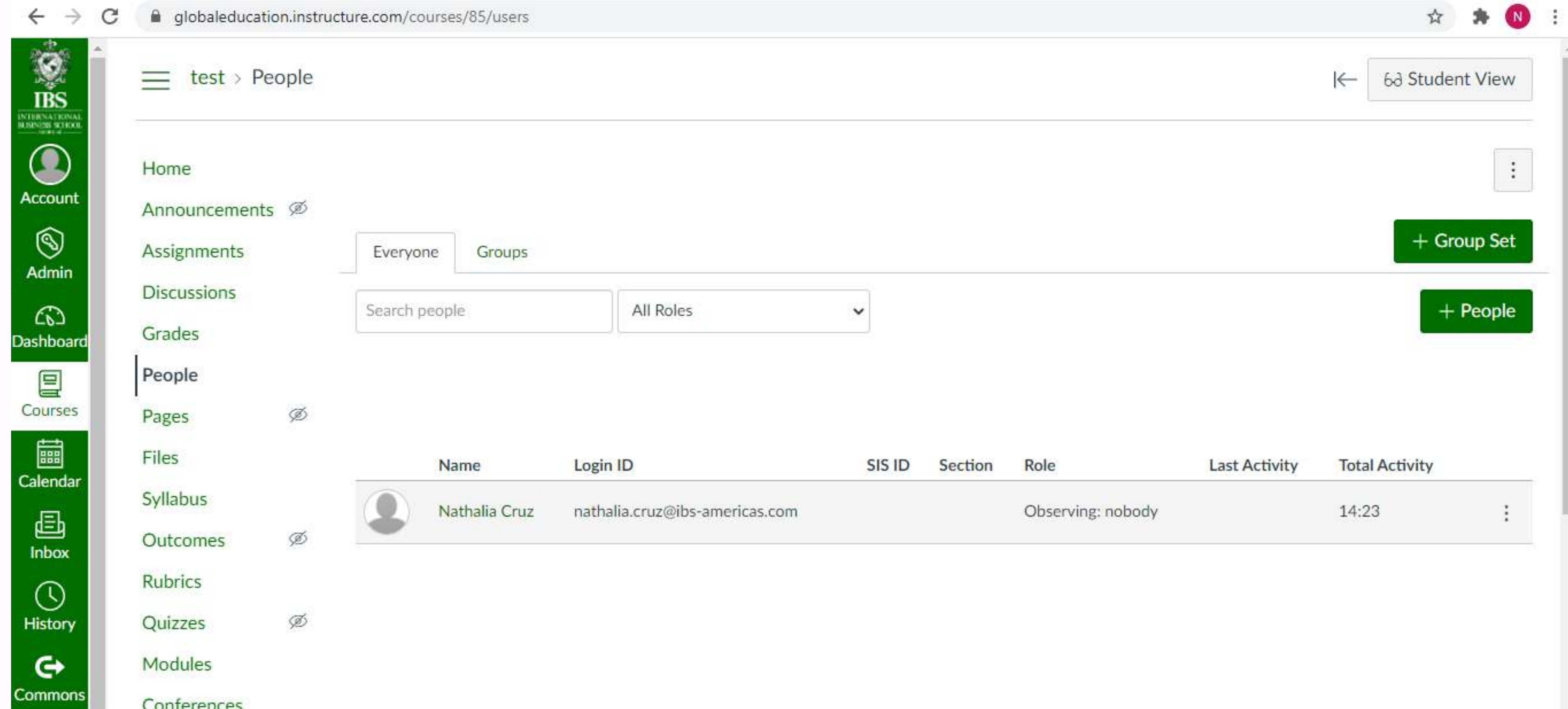
Discussions:

This area is for communication between students and coordination.


The screenshot shows the Canvas LMS interface for the course 'IBS - Business Strategy'. The page title is 'Discussions'. A navigation sidebar on the left includes links for Home, Announcements, Assignments, Discussions (highlighted), Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, Quizzes, Modules, Conferences, and Zoom. The main content area features a search bar with the text 'Search by title or author...', a '+ Discussion' button, and a settings icon. Below the search bar, there are two sections: 'Pinned Discussions' and 'Discussions'. The 'Pinned Discussions' section is currently empty and contains 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.' The 'Discussions' section is also empty and is ordered by 'Recent Activity'. The browser address bar shows the URL 'globaleducation.instructure.com/courses/567/discussion_topics'.

Courses:

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

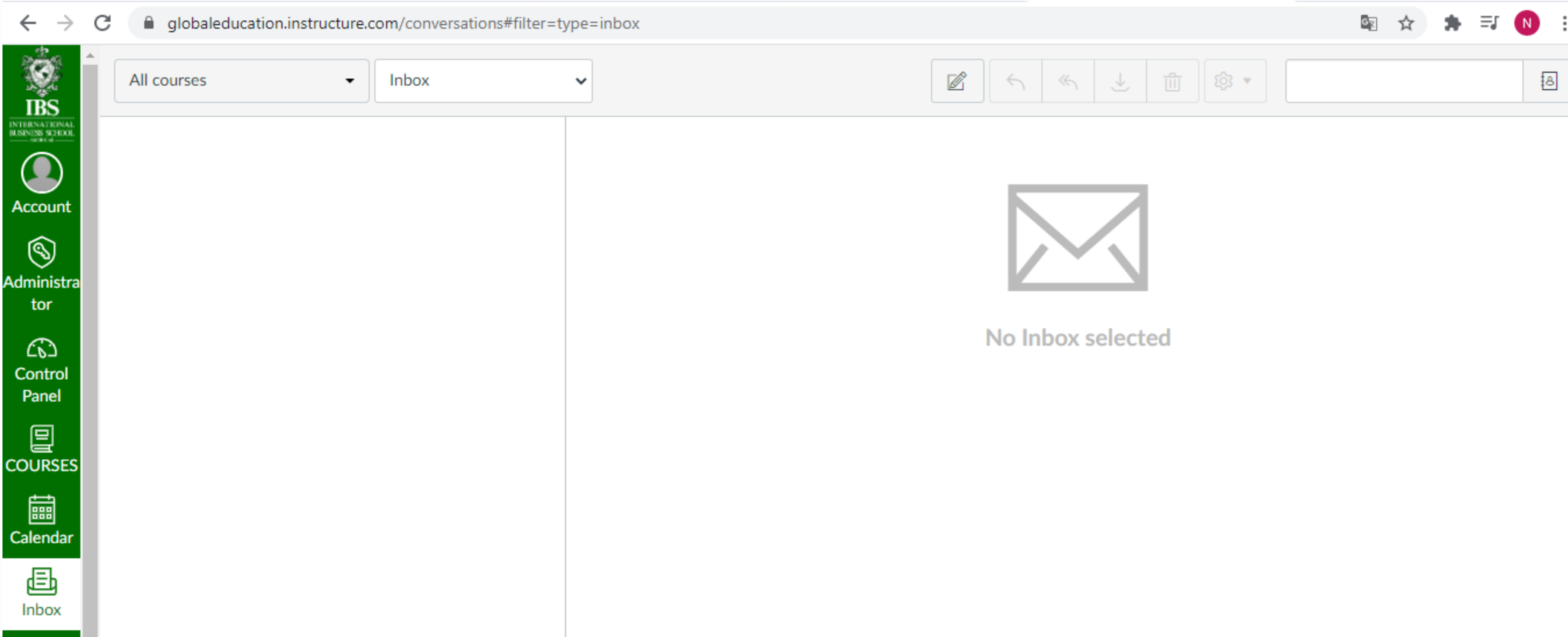


The screenshot shows the Canvas LMS interface for a course. The browser address bar displays 'globaleducation.instructure.com/courses/85/users'. The page title is 'test > People'. A left sidebar contains navigation icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, History, and Commons. The main content area includes a 'Student View' toggle, a '+ Group Set' button, a search bar with 'Search people' and 'All Roles' dropdown, and a '+ People' button. A table lists the assigned 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 shows a web browser window with the URL `globaleducation.instructure.com/courses/567/assignments`. The page title is "IBS - Business Strategy > Assignments". On the left is a dark sidebar with navigation icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, History, and Comments. The main content area has a breadcrumb "IBS - Business Strategy > Assignments" and a "Student View" button. Below the breadcrumb is a search bar labeled "Search for Assignment" and buttons for "+ Group" and "+ Assignment". A list of assignments is shown, including a collapsed item "Tarefas" and an item "Professor Introduction" with a document icon and a lock icon.

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". Below the title, there are navigation options: "Gradebook", "View", and "Actions". A search bar is present on the right with the placeholder text "Search...". The main content is a table with the following data:

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

The left sidebar contains navigation icons for Account, Admin, Dashboard, Courses, Calendar, Inbox, History, and Commons.

Program themes

University of La Verne:

- Business Strategy
- Financial Decisions
- Marketing Management
- Project Management

Program Contents

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

Faculty: Prof. Issam Ghazzawi - <https://laverne.edu/directory/person/issam-a-ghazzawi/>

Financial Decisions: Transforming strategic financial decisions into shareholder value.

Faculty: Prof. Paul Abbondante - <https://laverne.edu/directory/person/paul-j-abbondante/>

Marketing Management: Marketing Management with a focus on the global business environment, indispensable to professionals in the area.

Faculty: Prof. Frank Fialho - <https://laverne.edu/directory/person/frank-fialho/>

Project Management: Worldwide class project management with a focus on the human factor. Knowledge and experience indispensable to professionals in the area.

Faculty: Prof. Kathy Duncan - <https://laverne.edu/directory/person/kathleen-b-duncan/>

Classes Schedule

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

April 8th, 8am to 10am, Los Angeles time. [Click here to check the time in your region.](#)

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

April 12th, from 8am to 10am, Los Angeles 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 14th, 8:00 a.m. to 10:00 a.m. [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 20TH	APRIL 22ND	APRIL 29TH	MAY 4TH	MAY 6TH	MAY 11TH
MARKETING MANAGEMENT	APRIL 20TH	APRIL 22ND	APRIL 29TH	MAY 4TH	MAY 6TH	MAY 11TH
PROJECT MANAGEMENT	APRIL 20TH	APRIL 22ND	APRIL 29TH	MAY 4TH	MAY 6TH	MAY 11TH
FINANCIAL DECISIONS	APRIL 19TH	APRIL 21ST	APRIL 26TH	APRIL 28TH	MAY 4TH	MAY 11TH

Time of the live classes - ULV: always from 8am to 10am, Los Angeles time. [Click here to check the time in your region.](#)

Business Strategy

DATE	LA Time	SA TIME	Activity
8 April	8AM-10AM	5PM-7PM	Briefing
12 April	8AM-8:45AM	5PM-5:45PM	Speed Networking
	9AM-10:30AM	6PM-7:30PM	Opening Ceremony Guest Speaker
14 April	8AM-9:30AM	5PM-6:30PM	Virtual Amazing Race
	9:45AM-10:45AM	6:45PM-7:45PM	Presentation
20 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
22 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
29 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
4 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
6 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
11 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
	10:30AM-11:30AM	7:30PM-8:30PM	Farewell address: Navigating Your Way Through Covid 19
	11:30AM-12PM	8:30PM-9PM	Closing Ceremony



Professor Ghazzawi received his Ph.D. from the University of Pittsburgh, his Masters in Labor and Human Resources (MLHR) from The Ohio State University, and his Masters in Business Administration (MBA) from Sul Ross State University. He has taught management and organizational studies courses and has over 20 years of executive management experience.

Financial Decisions

DATE	LA Time	SA TIME	Activity
8 April	8-10AM	5PM-7PM	Briefing
12 April	8AM-8:45AM	5PM-5:45PM	Speed Networking
	9AM-10:30AM	6PM-7:30PM	Opening Ceremony Guest Speaker
14 April	8AM-9:30AM	5PM-6:30PM	Virtual Amazing Race
	9:45AM-10:45AM	6:45PM-7:45PM	Presentation
19 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
21 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
26 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
28 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
4 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
11 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
	10:30AM-11:30AM	7:30PM-8:30PM	Farewell address: Navigating Your Way Through Covid 19
	11:30AM-12PM	8:30PM-9PM	Closing Ceremony



Paul J. Abbondante, Ph.D., has extensive experience as an investment banker and chief financial officer. He was the Chief Financial Officer of Genève International Corporation, a FINRA broker-dealer specializing in investment banking, from 2000 to 2016. Prior to that, he was President of Irvine Securities, also a FINRA broker dealer, and was responsible for all aspects of the company's operations.

Project Management

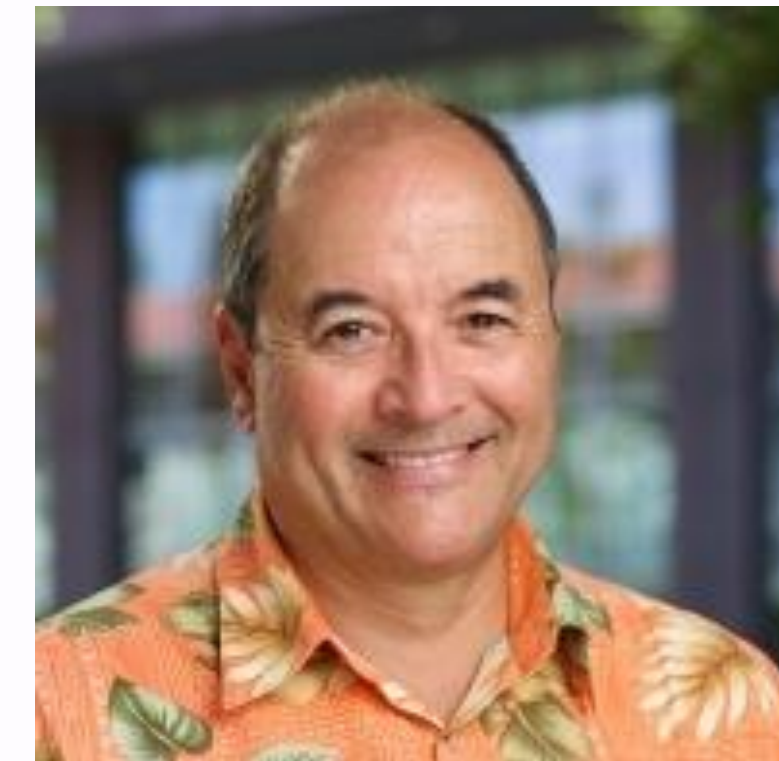
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	10:30AM-11:30AM	7:30PM-8:30PM	Farewell address: Navigating Your Way Through Covid 19
	11:30AM-12PM	8:30PM-9PM	Closing Ceremony



Dr. Kathy Duncan is a Professor of Management at the University of La Verne. She is the Program Director for the Master's in Leadership and Management program. Before coming to academia, Kathy had over twenty years of experience in healthcare including clinical, management, and educator positions as a registered nurse. Dr. Duncan has presented at a number of academic and leadership conferences. As a consultant, Kathy facilitates team building, strategic planning, and conflict resolution with teams in healthcare, education, and non-profit organizations

Marketing Management

DATE	LA Time	SA TIME	Activity
8 April	8AM-10AM	5PM-7PM	Briefing
12 April	8AM-8:45AM	5PM-5:45PM	Speed Networking
	9AM-10:30AM	6PM-7:30PM	Opening Ceremony Guest Speaker
14 April	8AM-9:30AM	5PM-6:30PM	Virtual Amazing Race
	9:45AM-10:45AM	6:45PM-7:45PM	Presentation
20 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
22 April	8AM-10AM	5PM-7PM	Lecture/Company Presentation
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11 May	8AM-10AM	5PM-7PM	Lecture/Company Presentation
	10:30AM-11:30AM	7:30PM-8:30PM	Farewell address: Navigating Your Way Through Covid 19
	11:30AM-12PM	8:30PM-9PM	Closing Ceremony



Prof. Fialho is currently a doctoral candidate in the Doctor of Education in Organizational Leadership program at the University of La Verne and holds an MBA with a concentration in Marketing and a Bachelor of Science Degree in business administration, in addition he has more than 40 years of Marketing and Professional Selling experience

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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INTERNATIONAL
BUSINESS SCHOOL
AMERICAS