



# CALIFORNIA -SPECIALISED PROGRAMME



# Agenda

- Introduction: Dr Renee Horne: Management Advancement Programme Director
- About the Programme: Prof Aldo Brunhara: IBS Director of International Relations
- Sandown Travel Agent: Ms Ursula Tadford-Craig
- Registration: Mr Steve Van De Walt



## What is the objective of your programme?

- Specialised programme: consisting of formal lectures which are intermediary and advanced.
- Company visits that speak to your programme.
- *This is an opportunity to interact with the business realities of the United States and is designed to help immerse you in its business culture.*





- This program will satisfy your international study tour credit plus ONE elective credit for MBAs
- MM students – An Additional credit with Graduation at ULV
- Upon successfully passing the programme, we will provide the overseas transcript to the WBS faculty office.



# Intended Learning Outcomes

Provided with your selected programme in the course pack  
sent in the next briefing - 10 July 2023 (17h30-18h30)

<https://wbsstudytours.co.za/ulv-course-pack-july-2022/>



# ASSESSMENT AND ATTENDANCE

- Complete all assessments
- 100% Attendance to lectures, company visits and cultural activities.
- Failure to comply with this policy will result in an automatic failure off programme. A record of attendance at each prescribed activity will be kept by the Lead academic and will be submitted to the International Office as a formal record.



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UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG

University *of*  
**La Verne**

Orientation Session  
**University of La Verne**

WITS Business School  
July 2023



# **WITS PARTICIPANTS**



ADVANCED  
TOPICS IN  
BUSINESS  
STRATEGY

ADVANCED  
TOPICS IN  
MARKETING &  
VALUE  
MANAGEMENT

# AGENDA

- IBS Americas Staff
- Objectives of the Program
- University of La Verne
- Orientations regarding the program
- Communication
- Accommodation
- Travel preparation

# IBS AMERICAS

Students will have the support of:

- Prof. Ricardo Britto, PhD.
- Eleny dos Anjos, Academic Assistant
- 2 WBS Lead Academics

# PROGRAM OBJECTIVES

**Personal experience:** live the American business environment and cultural context

**Academic knowledge:** make the most of the program, read the background readings and do the required activities

**Professional gain:** improve your *résumé* and search for new challenges in your professional career

# University of La Verne

University of La Verne is one of the most important and respected universities from USA. It was founded in 1891, it's in California State, distance 30 minutes of Los Angeles, inside the richest American state, in La Verne City. ULV has a faculty with strong academic and professional experience.

ULV VIDEO

- ▶ <https://www.youtube.com/watch?v=bgnBT8liaIY>





# RECEPTION

## University of La Verne

- ▶ **Welcome & Check in**

- ▷ Prof. Dr. An Tran
- ▷ Monday: July 17<sup>th</sup> 08:00 am

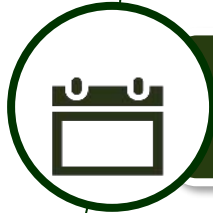
- ▶ **Location: TBD**

Students will have Welcome and check in (class material)



## University of La Verne

- **Address:**  
Main Campus of University of La Verne:  
1950 3rd St, La Verne, CA 91750, EUA
- **Meeting point:** Leopard Statue



## Date

- ▷ Monday: July 17th
- ▷ Time: 08:00 (local time)

# OPENING WELCOME - Day 1

- Meeting point – Leopard Statue



# Classes will take place on La Verne Campus

From July 17th to July 27th at:

Address:

1950 3rd St, La Verne, CA  
91750, EUA



# PROGRAM STRUCTURE

## University of La Verne

- ▶ Class & Activities – All Business Programs

### **July 17th to July 27th**

- ▶ Monday to Thursday
  - ▶ Start: 9h00 a.m.
  - ▶ End: 5h00 p.m.
  - ▶ Lunch Time: 12h30 – 13h30
- ▶ Absence limit: students are allowed to have only one absence, if this limit is exceeded you will not receive the certificate.



# PROGRAM ORIENTATIONS

- ▶ Have you already read the Background Readings?
- ▶ Evaluation: every week (usually on Thursday), the groups will do seminars– there are no written tests.
- ▶ The best students will receive, besides the certificate, a special honor of outstanding student based on their performance and participation in the program.

# PROGRAM ORIENTATIONS

## Activites

- ▷ On July 21<sup>st</sup> – Visit Port of Los Angeles
- ▷ Lectures or Company Visits: In the afternoons of final week: contact with local executives - details to TBD

# PROGRAM ORIENTATIONS

University *of*  
**La Verne**

## ► Internet

- ▷ Wireless Access to the Internet - General rule: the login and the password are the same, it is usually the first name, typed with the first letter in uppercase together with the first letter of your last name.
- ▷ There is no technical support in the campus: in case of technical difficulties, you should ask for help from a classmate.
- ▷ It is forbidden to access the internet during the classes: if this happens the professor will report to program coordination

# PROGRAM ORIENTATIONS

University *of*  
La Verne

## Virtual Library

- ▷ Some mandatory texts (for the activities) will only be available on the virtual library
  - ▷ The professors will recommend the texts and the students shall access the virtual library in order to be able to read them;
  - ▷ Bring your personal devices for easy access to online materials.
  - ▷ Access code will be sent by the University through email or handed out at the first day of class.

# PROGRAM ORIENTATIONS

University *of*  
La Verne

## ► Business Strategy Program Students

- ▷ Capsim Business Game
- ▷ Preparatory material already sent by the University
- ▷ It is important to read the Game Manual before starting the program
- ▷ Be sure to have read it on the 1<sup>st</sup> day of class !!!
- ▷ We suggest that students bring a notebook or tablet to access the game



# PROGRAM ORIENTATIONS

University of  
La Verne

- ▶ Uber groups will be allocated for your transport to and from campus
- ▶ **Food**
  - ▷ Breakfast: at Hotel
  - ▷ Lunch at University of La Verne Cafeteria – All you can eat service: vouchers provided by WBS.

# COMMUNICATION

- ▶ **We suggest you buy a SIM Card**
  - ▷ T-Mobile or AT&T
  - ▷ Service Packages offered in the Ontario Mills Outlet
- ▶ <http://www.simon.com/mall/ontario-mills/>



# ACCOMMODATION

## ► Ontario International Airport Hotel

700 North Haven Avenue, Ontario , CA, 91764, US



# **TRIP PREPARATION**



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# LOCAL HABITS

- ▶ The laws differ between states: you will be in California, the US compliance with the law is strict, be aware of the traffic rules - avoid tickets
- ▶ Alcoholic beverages are not allowed in public places, or in the hall of the hotel
- ▶ Smoking is prohibited in any enclosed place
- ▶ Tipping: the usual is 15% to 20%



# CLIMATE AND DRESS CODE

- ▶ Dress Code
- ▶ Summer – (25 to 40°C)
- ▶ Students are not required to wear social clothes during classes, but avoid wearing caps, flip-flops, that are not appropriate to this context
- ▶ WBS formal for graduation and company visits.

# CLIMATE AND DRESS CODE

- ▶ Dress Code



# CLIMATE AND DRESS CODE

- ▶ Dress Code
  - ▷ Graduation Ceremony
  - ▷ **July 27<sup>th</sup> in the evening**
  - ▷ Local: will be informed during the program.



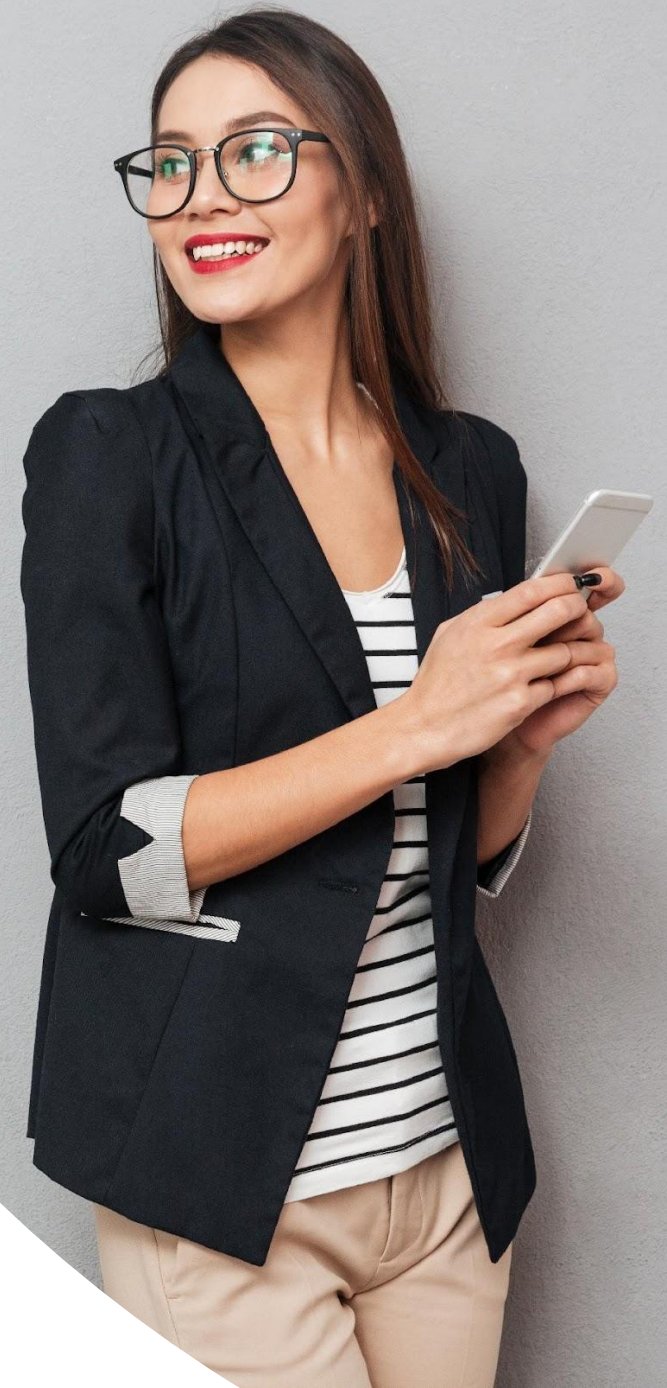
# Use our hashtags **#IBSMOMENTS**

►Post your pictures on Facebook and Instagram using the hashtags

**#IBSMOMENTS**

and the hashtag of the campus you are going to study!

**#IBSULV23**





During the graduation ceremony we will  
announce the winners and give out prizes.  
Participate and remember to post in “Public” mode  
so we can find it.





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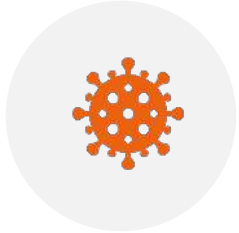


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GOOD STUDIES AND  
SEE YOU IN CALIFORNIA!

PROGRAM COORDINATION

# Travel Arrangements



COVID & VISAS



PASSPORTS &  
VISAS



BREAKAWAYS



BOOKING  
FORMS



HEALTH  
REQUIREMENTS



# COVID & Visas

- USA – mandatory proof of vaccination required (digital certificate) – due to fall away on 11 May 2023
- Passport must be valid for 6 months after date of return – check them now before booking your tour!
- Valid passports must have a minimum of 3 clear pages where 2 are opposite each other.
- USA appointments only open from August now, if you don't yet have an earlier appointment, please let me know ASAP.
- Immigration- please print all documents and passport.

# Breakaways

- Breakaways are when you extend your stay **after the tour has ended.**
- There are limited spaces per tour for breakaways and will be given on a first come first serve basis.
- There is a breakaway fee of R1500,00 min per person.
- Any extra travel services required for your breakaway can be done yourself or by me.
- Any extra visas you require should you need is for your own account.

# Booking forms

- Please fill in the booking forms as soon as possible and send copies of passports etc.
- Please ensure you fill in your names as per passports i.e. first name, middle name, surname. No nick names or 2<sup>nd</sup> names as 1<sup>st</sup> names.
- Please specify your dietary requirements and send me an email if you need to discuss more i.e. strictly kosher or Halaal friendly vs strictly Halaal.
- Please adhere to the strict cut off times of booking and submitting booking forms as this affects final number confirmations etc.

# Health & Insurance Requirements

- COVID - Travelers are considered fully vaccinated against COVID-19 if 2 weeks have passed since their 2<sup>nd</sup> dose in a 2-dose series, such as the Pfizer-BioNTech or Moderna vaccines, or 2 weeks after a single-dose vaccine, such as Johnson & Johnson's Janssen vaccine.
- Personal travel insurance highly recommend for high value items. Basic cover provided by WBS.

# Weather

# Contact Details

## Weather in July

- USA – Min 18°C / Max 29°C

## Forex

- Credit cards & Cash passports/Forex cards highly recommended

## Baggage

- 2 Pieces of 23kgs per bag allowed – no liquids aerosols or gels in carry on suitcase bigger than 100ml each

## **Ursula Tadford-Craig**

XL Sandown Travel

011 506 5600

[Ursula@sandowntravel.co.za](mailto:Ursula@sandowntravel.co.za)

Emergency Contact: 084 510 3432



## NEXT STEPS

**Attend next briefing:**  
10 July 2023  
(17h30-18h30)

**Depart South Africa:**  
**FRIDAY, 14 July 2023**

NB: Documentation on  
Air tickets and travel  
insurance etc. will be  
provided. Please check  
your details.







QUESTIONS





Thank you