



Nexus South Africa World Cup 2010

Johannesburg – Pretoria – Polokwane Rustenburg – Cape Town

June 10 – July 8, 2010

Earn up to 6 credits in the summer while studying in the amazing multi-cultural environment of South Africa. The course will take place at a most exciting time for South Africa: people from all over the world will flock to the main cities for FIFA's Soccer World Cup! There will be a festive and cosmopolitan atmosphere around the country. Students will be able to watch the most important games on giant screens in the center of town in well organized "Fan Parks".

The program will enable students to learn a great deal about current conditions in Africa, the legacy of colonialism and apartheid, and the efforts underway to break out of underdevelopment. South Africa is a beautiful country with a great coastline, wine country and safari parks. It also has a very powerful business sector with world-class banks, breweries and mining companies.

Dates:

Forum-Nexus offers a variety of alternatives regarding the dates and duration of the program, so that students can customize their choice based on their specific constraints. **Most students enroll in Session A1 and take two courses.** Students with a tighter schedule opt for the 3-week sessions (B1 or B2) or the 2-week sessions (C1, C2 or C3).

Session A1: June 10 – July 8, 2010

- This is the complete **4-week** itinerary
- Most students enroll in 2 courses (6 credits)

Session B1: June 10 – June 30, 2010

- This is the first **3-week** itinerary
- Students may enroll in 2 courses (6 credits) or 1 course (3 credits)

Session B2: June 16 – July 8, 2010

- This is the second **3-week** itinerary
- Students may enroll in 2 courses (6 credits) or 1 course (3 credits)

Session C1: June 10 - 24, 2010

- This is the first **2-week** itinerary
- Students enroll in 1 course (3 credits)

Session C2: June 16 – June 30, 2010

- This is the second **2-week** itinerary
- Students enroll in 1 course (3 credits)



Session C3: June 23 – July 8, 2010

- This is the third **2-week** itinerary
- Students enroll in 1 course (3 credits)

Itinerary:

Pretoria, Johannesburg	June 10-30	Safari Park	June 24
Rustenburg	June 12	Cape Town	July 1-8
Polokwane	June 22		

Language: All classes and professional visits are conducted in English

Sponsoring University:

IQS Business School

(AACSB accredited business school, part of the prestigious Universidad Ramon Llull in Barcelona)

Courses Offered

The following courses are offered for students in Sessions A1, B1 and B2

Please note: Courses with the same section # (“01” or “02”) are taught at the same time and cannot be taken together

1. Undergraduate Level (each course is worth 3 credits)

- **AFR 338-01** Introduction to Africa: Economics, Politics, Culture and Society
- **COM 312-02** Cross-Cultural Communication: Understanding Cultural Differences in Europe
- **IBU 326-01** International Business
- **FIN 388-02** International Financial Markets: Understanding the Global Financial Crisis
- **MKT 354-01** International Marketing
- **MGT 313-02** Cross-Cultural Management

2. Graduate Level (each course is worth 3 credits)

- **AFR 638-01** Introduction to Africa: Economics, Politics, Culture and Society
- **COM 612-02** Cross-Cultural Communication: Understanding Cultural Differences in Europe
- **IBU 626-01** International Business
- **FIN 688-02** International Financial Markets: Understanding the Global Financial Crisis
- **MKT 654-01** International Marketing
- **MGT 613-02** Cross-Cultural Management

The following courses are offered for students in Sessions E1, E2 and E3 but are open to other students with special permission

- **EUR 329/629** Understanding Africa and its Multicultural Environment
- **BUS 321/621** Strategies for International Business and Cross-Cultural Negotiations in Africa
- **BUS 371/671** International Marketing Strategies in the Context of the Global Financial Crisis
- **EUR 333/633** Understanding Africa and its International Business Environment
- **MKT 335/635** International Marketing and Cross Cultural Management in South Africa
- **BUS 357/657** International Business Strategies in the Context of the Global Financial Crisis
- **FIN 364/664** International Financial Markets and the African Continent



- **MGT 328/628 Cross Cultural Management in Africa**
- **BUS 341/641 International Business and Marketing Strategies in Africa**

Majors:

The program is suitable for business and non-business students in all majors. Students may enroll at the undergraduate or graduate level, based on their qualifications.

Accommodations:

Students will stay in tourist class hotels

Classes:

Classes will be held in the conference rooms of the hotels. The professors travel with the group from city to city. The faculty is highly experienced, multilingual, and cosmopolitan.

Professional Visits:

In addition to insightful classes, students learn a great deal from a number of valuable professional visits. Based on the courses they are taking, students will be able to visit leading South African companies, financial institutions, government agencies, multinational corporations and non-governmental organizations. Most visits include detailed discussions with officials of the companies and organizations. Each student will visit at least four companies or organizations per class. The professional visits are usually held in the afternoon. The schedule of visits has not yet been finalized.

Application Process:

Fill out an online application [here](#). Admission is on a rolling basis, however you are encouraged to apply as early as possible since the program will accept a cohort of 40 students. The last day to apply is April 25, 2010.

Fees:

All fees are quoted in US dollars and are subject to change.

Overall program fees including tuition:

Session A1 (4 weeks)

- 3 credits (1 course) **US\$ 5,490**
- 6 credits (2 courses) **US\$ 5,990**

Sessions B1 or B2 (3 weeks)

- 3 credits (1 course) **US\$ 4,890**
- 6 credits (2 courses) **US\$ 5,390**

Sessions C1, C2 or C3 (2 weeks)

- 3 credits (1 course) **US\$ 4,390**

Fees include:

- Tuition for either one or two courses (3 or 6 credits);
- Accommodation in tourist class hotels
- Professional visits
- All inter-city transportation in South Africa by coach
- Health insurance
- Welcome reception
- Farewell dinner

About Forum-Nexus Study Abroad:

Forum-Nexus Study Abroad has a track record of 20 years of successful intensive summer and winter programs with the participation of over 2,600 students. The courses are open to both undergraduate and graduate students, as well as to alumni seeking professional development. **Forum-Nexus** programs are unique in that they give the participating student a high value added along a number of different dimensions:



- The programs develop the student's international outlook, i.e. a greater appreciation of other cultures and of different economic and political environments
- Classes are dynamic, interactive and taught by experienced and cosmopolitan professors
- Students get to visit numerous companies, international organizations and government agencies and interact with their executives and officials in order to learn first-hand about their strategies
- The Forum-Nexus cities are very attractive as business and cultural destinations
- The host universities are fully accredited and rank among the best in their country
- Students earn either 3 or 6 semester credits which can be used for required or elective courses
- All students will participate in the workshop entitled "How to Increase your International IQ" conducted by Dr. Hugo Hervitz, Director of Forum-Nexus, and will be able to measure their International IQ score by taking the IKAT (International Knowledge Assessment Test)
- Upon successful completion of their courses all students will receive an official diploma and transcript issued by the sponsoring university
- The cost of the programs is reasonable, given all that is included and the high quality of the professors, the universities, the professional visits and the accommodation
- The students that participate in Forum-Nexus programs are ambitious, open-minded and highly motivated and share a desire to understand the richness of other cultures



Dr. Hugo Hervitz, Executive Director

Dr. Hugo Hervitz is an Adjunct Professor of Economics at the Huizenga School of Business and Entrepreneurship at **Nova Southeastern University** in Ft. Lauderdale. He has been a Professor of Economics and International Business in South Florida for over 25 years, specializing in International Trade and Finance in Europe and Latin America. He also teaches Cross Cultural Communication for the Global MBA Program at **Thunderbird School of Global Management**. Dr. Hervitz founded **Forum-Nexus Study Abroad** in 1990 and has been its Executive Director ever since, directing dozens of intensive summer and winter programs in Europe and elsewhere, with the participation of **over 2,500 students** from the U.S., Mexico, Brazil, Egypt, Venezuela, Holland, Turkey, Indonesia, Panama and Thailand. Dr. Hervitz was born in Argentina and has a B.A. in Economics from the **Hebrew University of Jerusalem**, a Master's degree in Management from **Imperial College** in London, an M.A. in Economics and Latin American Studies from the **University of Pittsburgh**, and a Ph.D. in Economics from **Indiana University**. He has been a visiting professor at the **Monterrey Institute of Technology** in Mexico, at the **Ramon Llull University** in Barcelona, at the **Fachhochschule Kufstein** in Austria, and at the **Hebrew University of Jerusalem** in Israel. He has extensive consulting experience in the U.S., Europe and Latin America and has served as economics commentator for **CNN en Español** since 1998. He has pioneered the concept of measuring and developing a student's **International IQ** and is the author of the ground-breaking **International Knowledge Assessment Test - IKAT** which quantifies the level of International IQ.

Dr. Hervitz loves to travel and has a passion for learning foreign languages. He is fluent in **English, Spanish, French, Italian, and Hebrew**, proficient in **German and Portuguese**, and has basic conversational knowledge of **Arabic, Greek and Yiddish**. He is very happy to live in Miami, where he enjoys the multilingual and multicultural environment, the warm weather and the ocean. He is married with three children. His wife Esther is a clinical psychologist, specializing in Neuropsychology. Their son Micky is an MBA student at Wharton specializing in Finance; their daughter Dalia graduated from the University of Pennsylvania and works in consulting for a Big Four accounting firm in New York City; and their daughter Shuli is a junior at Yale University majoring in Anthropology.



For further information:

- Visit www.forum-nexus.com
- Write to info@forum-nexus.com
- Call Forum-Nexus Study Abroad at 1-305-764-2243, from 9 am to 9 pm (U.S., Eastern Time), 7 days/week



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