



# FORUM-NEXUS

## Study Abroad



## Nexus South Africa World Cup 2010

### Johannesburg – Pretoria – Port Elizabeth – 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 – July 1, 2010**

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

#### **Session B2: June 17 – 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 17 – July 1, 2010**

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



**Session C3: June 24 – July 8, 2010**

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

**Itinerary:**

Pretoria and Johannesburg	June 10-30
Pretoria - Port Elizabeth	June 30 – July 1
Port Elizabeth	July 1-4
Cape Town	July 4-8

**Language:** All classes and professional visits are conducted in English

**Sponsoring University:**

**Nelson Mandela Metropolitan University**

(NMMU is a leading South African university with a prestigious Business School, located in the coastal city of Port Elizabeth)

**Courses Offered**

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

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

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

**The following course combinations are allowed:**

AFR 338 + COM 312; AFR 338 + MGT 313; AFR 338 + BUS 326; AFR 338 + FIN 388;  
BUS 326 + FIN 388; BUS 326 + MGT 313; BUS 326 + COM 312; MGT 354 + FIN 388;  
MGT 354 + BUS 326; MKT 354 + MGT 313; MKT 354 + COM 312

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

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

**The following course combinations are allowed:**

AFR 638 + COM 612; AFR 638 + MGT 613; AFR 638 + BUS 626; AFR 638 + FIN 688;  
BUS 626 + FIN 688; BUS 626 + MGT 613; BUS 626 + COM 612; MGT 654 + FIN 688;  
MGT 654 + BUS 626; MKT 654 + MGT 613; MKT 654 + COM 612

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 university dormitories

**Classes:**

Classes will be held on campus. The main professor for each course travels with the group from city to city. The professors are highly experienced, multilingual, and cosmopolitan. Classes are usually held Monday through Friday in the morning. There are usually no classes on Saturday or Sunday.

**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 March 15, 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); transcripts issued by the South African university
- Accommodation in university dormitories
- 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 19 years of successful intensive summer and winter programs with the participation of over 2,500 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](http://www.forum-nexus.com)
- Write to [info@forum-nexus.com](mailto: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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