



## INSTITUTE FOR INTERNATIONAL BUSINESS



## GREETINGS FROM IIB

The Institute for International Business (IIB) offers studies in business, marketing, public relations, and business communications at the State University of New York at New Paltz, followed by full-time internships in New York City. Our program has been successfully helping students achieve their internship goals in New York City since 1990.

At IIB, we are committed to helping our students recognize and appreciate a global approach to business and management, all in an intense and rewarding four months. We do so with a caring and committed staff in a small-town atmosphere only 75 miles from one of the greatest cities in the world.

The IIB program provides an excellent opportunity to work as a full-time intern with a leading organization in New York City, and hone valuable skills in the cultural and business capital of the world. Our program allows participants to:

- **Select from many areas of industry—marketing, public relations, media, finance, not-for-profit organizations and much more.**
- **Internationalize their resume/CV.**
- **Network with American and international companies.**
- **Improve their career opportunities.**
- **Gain valuable experience within their chosen career field.**

Our program runs the entire academic semester, with the first half spent on the campus of SUNY New Paltz. During these initial weeks, the students take courses in public relations and business communications, both especially designed for the IIB student. In addition, the students join regular New Paltz undergraduate or graduate students in two business courses of their choosing. The second half of the semester is spent interning for an organization in New York City.



The latest IIB information is available on our web site: [www.newpaltz.edu/iib](http://www.newpaltz.edu/iib). Information about admission requirements to the program, schedules and frequently asked questions can be found here. You may also reach me directly at (001) 845.257.2903 or via email at [iib@newpaltz.edu](mailto:iib@newpaltz.edu).

We look forward to hearing from you.

Jeff Pollard  
Director  
Institute for International Business

Above: The Student Union is the heart of our campus. It is a facility designed to meet the needs of our students and provide a variety of services. We believe that the Student Union is your PLACE to be. Play, lead, ask, convene and eat!

## SUNY NEW PALTZ—A WORLD-CLASS UNIVERSITY

At the State University of New York at New Paltz you will feel right at home in an ideal environment for learning. SUNY New Paltz is one of 64 campuses of the State University of New York, the largest system of public education in the world. The curriculum for the IIB program is broken into three areas of study: Public Relations, Business Communication, and General Business course offerings. Students attend courses for eight weeks on the SUNY New Paltz campus.

### PUBLIC RELATIONS FOR THE BUSINESS PROFESSIONAL

The Public Relations portion of the IIB program offers students an intensive look into public relations and the importance of it in the corporate world. The instructors of the public relations segment are diverse, and highly qualified in their fields. They have taught in our program for many years and have been some of our students' favorites.

Each student is responsible for readings, news releases, memorandums, case studies, and essays. More details concerning this component of the IIB program, including lecture titles, can be found here:

[www.newpaltz.edu/iib](http://www.newpaltz.edu/iib)

### PROFESSIONAL BUSINESS COMMUNICATIONS

In order to join the IIB program, all participants must demonstrate a high level of English proficiency. The Business Communication course builds on this base by providing advanced business language skills to fine tune spoken and written English. Special emphasis is placed on learning American business practices.

**"I've made life-long, new friends & great contacts for my career aspirations. I couldn't have asked for a better experience. The IIB program was everything I had anticipated & more. I can't thank the coordinators enough for all their support during the semester."**

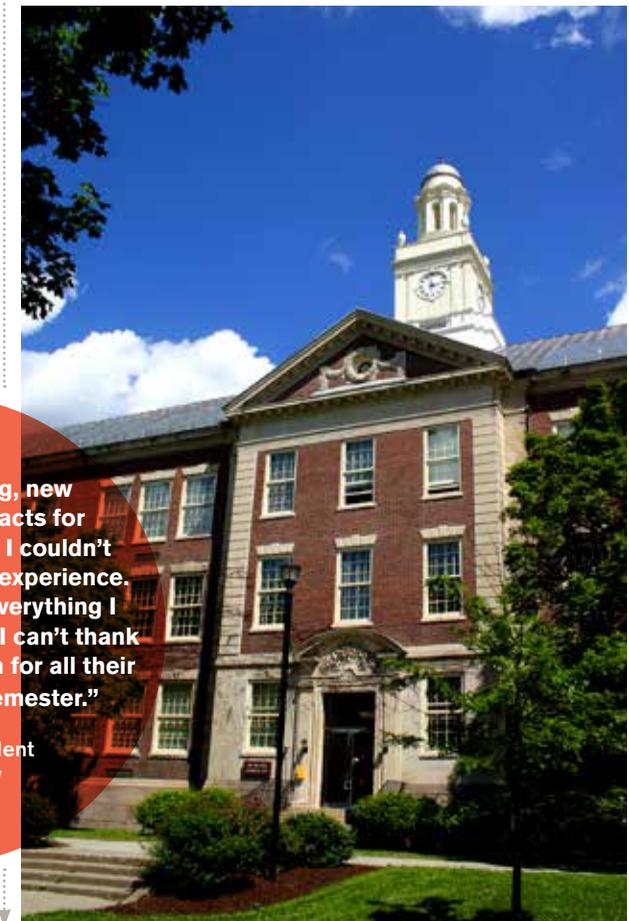
—Floran, IIB student from Germany

## BUSINESS

The School of Business located in the van den Berg Hall is committed to educating and developing students to be competent business professionals in a global economy. As part of the IIB program, students will be enrolled in two university business school classes based on their academic interests, educational backgrounds, and course availability. IIB students can select courses from both the undergraduate and the MBA levels.

Below: van den Berg Hall (VH) The VH is a wireless environment that contains smart classrooms with all state of the art technological equipment. The building has two computer labs with top of the line hardware and software, one of which is a trading room. In addition, the School of Business has an IBM e-Business Virtual lab to support educational and research activities in all Information Technology related fields at the School using the IT infrastructure provided by a leading technology innovator, IBM.

There is a friendly and well-equipped student lounge, with a dedicated space for our career, writing, math and library assistants, graduate assistants and tutors. Study nooks with seating and writing surfaces are located throughout the building. There are LCDs on every floor displaying top business news, stock information and School of Business events and announcements.



## ABOUT SUNY NEW PALTZ

SUNY New Paltz is located in a safe, scenic and historic area of upstate New York. Students at SUNY New Paltz can enjoy the natural beauty of the Catskill Mountains and the Hudson River Valley, while just 90 minutes by bus or train from the activity of New York City and only a few short hours from many other major cities, including Philadelphia, Washington D.C. and Albany.

SUNY New Paltz, with approximately 8,000 students, enrolls a diverse and dynamic student population, including more than 400 international students from over 50 countries.

With its thirteen residence halls, dining facilities, fitness center, swimming pool and outdoor recreation areas, student life at SUNY New Paltz is very active. You'll have the opportunity to participate in more than 135 clubs and organizations and explore a wide variety of cultural, political, educational, and social interests. The university offers more than 35 sports teams and organizes many trips (such as skiing, rock climbing,) for students to participate in.

The SUNY New Paltz campus is home to some of the finest educational facilities available, including the Sojourner Truth Library with state-of-the-art computerized catalog and research system, fully computerized labs, art studios, theaters, language centers and media facilities, all providing an environment conducive to effective study.

In addition to campus activities, the village of New Paltz offers a charming blend of commerce and natural beauty and is great for hiking and biking or just strolling along its many quiet tree-lined streets. Restaurants, retail shops, and professional offices intermingle with historic stone houses built in the 17th and 18th centuries to make up this captivating town. To find out more about the town of New Paltz, you can visit:

[www.newpaltz.org](http://www.newpaltz.org)  
[www.ulsterchamber.org](http://www.ulsterchamber.org)  
[www.ny.gov](http://www.ny.gov)



## THE INTERNSHIP EXPERIENCE

The Institute for International Business is committed to preparing English-speaking international students for the global business environment. Through the Institute, students receive intensive instruction in American business practices. After coursework is completed, participants have the opportunity to apply their skills during full-time internships with leading firms in New York City. Since 1990 many major U.S. and international companies have worked with IIB to provide challenging internship opportunities for young international professionals.



**"IIB will take you on an exciting and unknown adventure that will shape your future, construct relationships for life."**

– Matt, IIB student from Australia



## PROGRAM DETAILS

### QUALIFICATIONS

- You must have completed a minimum two years of post-secondary education.
- You must be currently attending a university/college or have graduated less than one year ago, and demonstrate a high level of proficiency in written and spoken English.
- It is recommended that you have at least six months of prior work experience, although not required.
- Most importantly, you must be bright, ambitious, and motivated to take advantage of the opportunities provided by the program.

### PROGRAM SCHEDULE

The IIB Program takes place over a 16-week period. The first eight weeks are spent studying business at the State University of New York at New Paltz, and the second eight weeks are spent interning with a leading company in New York City. The fall semester commences mid-August and runs through mid-December. The spring semester program begins mid-January and is completed mid-May.



**“This program excels in developing personal & professional skills.”**

– Victor, IIB student from Sweden

### PROGRAM FEES

Current program fees are available on the IIB website, [www.newpaltz.edu/iib](http://www.newpaltz.edu/iib) and include the following:

- Health insurance for the duration of the program
- Housing for eight weeks in New Paltz
- Meals while in New Paltz
- Housing for eight weeks in New York City
- Eight-week internship at a company in New York City
- Full use of university campus facilities (e.g., state of the art athletic wellness center, computer labs, academic library, health center, etc.)
- Internship administration
- Social events
- Group transportation from the airport to New Paltz
- Group transportation to New York City residence
- Issuance of the DS 2019 & DS 7002 for J-1 Intern Visa status

### PROGRAM FEES DO *NOT* INCLUDE:

- Airfare
- Meals and transportation within New York City
- Course textbooks (approximately \$400)
- Incidental personal expenses

### VISA INFORMATION

SUNY New Paltz is one of a small number of American universities authorized by the U.S. Department of State to administer a J-1 Intern training program. IIB will provide participants with a certificate of eligibility for J-1 (Exchange Visitor) immigration status. The J-1 visa allows participants to study and work legally in the United States for the duration of the IIB training program.

**“The IIB program at SUNY New Paltz is a truly fantastic program. I have learned so much during my time here and I would strongly recommend this program to anyone dreaming of studying and working abroad. This has been one of the best experiences of my life.”**

– Henrik, IIB student from Sweden

**“For a student to live in NYC and pursue their career through a work-study experience is a uniquely rewarding opportunity...”**

– Francisco, IIB student from Mexico

## HOW TO APPLY

If interested in taking part in this unique program, you can access an application here:

<https://studioabroad.newpaltz.edu/index.cfm>

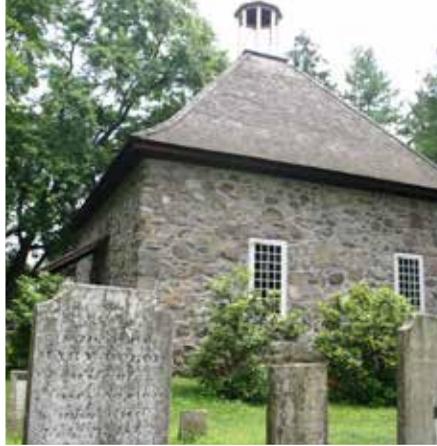
### APPLICATION REQUIREMENTS

- Copy of a valid passport
- Written essay, in English, briefly describing why you would like to participate in the program and how it can benefit you in achieving your future career goals
- Two letters of recommendation, in English, from people who are able to assess your suitability for the program
- Academic transcripts from post-secondary education
- Proof of English proficiency (TOEFL score of minimum 80, TOEIC, writing sample, and/or academic transcript illustrating English proficiency)
- Financial Certification (letter from financial sponsor, personal statement of account, or scholarship letter verifying ability to cover expenses for the full semester)
- Curriculum Vitae/Resume in English



**“This is a great program and a unique one at that. The fact that you can both study and work abroad (and in NYC!!) is an amazing opportunity. I achieved my goals through this program, I grew as a person, gained a real understanding of how things differ in American business culture and learned something new everyday”**

– Alejandra, IIB student from Mexico



[WWW.NEWPALTZ.EDU/IIB](http://WWW.NEWPALTZ.EDU/IIB)

