

## SYLLABUS, 2019

### Course Description

Doing Business in Brazil aims to consolidate the connections between academic and corporate environments. The course will enhance awareness of the Brazilian culture and way of doing business. It also has the purpose of stimulating the production of new ideas and encouraging students to review their personal purposes and values. Subject areas covered will include social, political and economic dimensions; politics; finance and banking; and marketing.

### Teaching and Learning Approach

The teaching and learning approach has two main components:

- In class activities: Lectures, delivered by professors, designed to provide participants with conceptual frameworks of DBB.
- Company Visits and Lessons Learned: To better understand the topics addressed in class the students will have a lessons learned session at the end of the week.

### Attendance Policy

Attendance and full participation is essential to the experiential learning for intensive, international programs. All students must attend all required sessions which may include lectures, speaker sessions and corporate visits. Attendance will be taken at every session on every day of the program.

# Course Program

GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT



**FGV EAESP**  
ESCOLA DE  
ADMINISTRAÇÃO  
DE EMPRESAS  
DE SÃO PAULO

GNAM

March 11th to March 15th 2019

## Development of a Global Mindset: The Perspective of an Emerging Market

OIP Director: Professor Isabela Baleeiro Curado

v1 06.12.2018

Academic Coordinator Professor - TBD

PROGRAM		
Sunday		
Monday, March 12		Room 31
9:00 - 09:30	Program Opening/projects/Introduction to Brazil	0,5
09:30 - 12:30	Lecture 1 - Global or Glocal- Prof TBD	2,5
10:45 - 11:00	Coffee Break	
12:30 - 14:30	Lunch at Wall Street Hotel	
14:30 - 18:00	<b>City tour</b>	<b>5</b>
19:00	Welcome Dinner - Pizza at 1900 Pizzeria	3
Tuesday, March 13		Room 31
07:30 - 12:00	<b>Visit to Natura</b>	<b>5</b>
12:00 - 14:00	Lunch at Wall Street Hotel	
14:00 - 17:00	Lecture 2 - Brazilian Social and Political Environment - Prof TBD	3
15:30 - 15:45	Coffee Break	
Evening	Free Evening	
Wednesday, March 14		Room 31
09:00 - 12:00	<b>Vist to a company - TBC</b>	<b>3</b>
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Wall Street Hotel	
14:00 - 17:00	Lecture 3 - Entrepreneurship in Brazil - Prof. TBD	3
15:30 - 15:45	Coffee Break	
Evening	Free Evening	
Thursday, March 15		Room 31
09:00 - 12:00	Lecture 4- Geopolitics and Brazil - Prof. TBD	3
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Wall Street Hotel	
14:00 - 17:00	Lecture 5 - Brazilian Consumer Market - Prof TBD	3
15:30 - 15:45	Coffee Break	
19:00	<b>Farewell Dinner - all you can eat Brazilian Barbecue</b>	<b>3</b>
Friday March 16		Room 31
10:00 - 12:00	Lessons Learned - Prof TBD	2,5
12:15 - 12:30	Certificate Delivery	0,5
		Course hours 21
		Visit hours 8
		Cultural activities 6
		Total 35

\* This is a preliminary program. The lectures and visits may be adjusted due to actual availability.

## Content

### Lecture 1 - Global or Glocal - Prof TBD

Understanding the globalization, it's stages and the corporative challenges and strategies; different approaches for international management.

- Globalization 3.0; responsiveness; new competences; strategic choices

### Lecture 2 - Brazilian Social, Political and Economic Environment - Prof TBD

A general overview about the Brazilian society and its characteristics.

- Heterogeneities; poverty and inequalities; ethnicity (race and advertisement) and the Brazilian political system

### Lecture 3 - Entrepreneurship in Brazil - Prof TBD

At this topic are discussed the investments opportunities, how to start a business and the mistakes that entrepreneurs often commit; topics:

- Informal economy; corruption; market growth; productivity increase

### Lecture 4 - Geopolitics and Brazil - Prof TBD

Brazil is one of the largest exporters of commodities in the world. It is the fifth largest country on earth and has the sixth largest population.

By any measure, the country is relevant for geopolitics. In the current global environment, where the post-WWII arrangement has all but collapsed, the Great Game for a new hegemonic settlement is also being played in Brazil. In this lecture, we'll learn about Brazil's history, politics, economy and society as they relate to the current global geopolitical instability and discuss the perspectives for the country's future.

### Lecture 5 - Brazilian Consumer Market - Prof Edgard Barki

A mix of workshop and lecture to allow the student to be immersed in some of the aspects of the Brazilian Culture that base consumption habits in the automobile and beauty sector

- Culture; Examples of Consumer Culture affecting markets in Brazil

## Lecture 4 - Geopolitics and Brazil - Prof TBD

Brazil is one of the largest exporters of commodities in the world. It is the fifth largest country on earth and has the sixth largest population.

By any measure, the country is relevant for geopolitics. In the current global environment, where the post-WWII arrangement has all but collapsed, the Great Game for a new hegemonic settlement is also being played in Brazil. In this lecture, we'll learn about Brazil's history, politics, economy and society as they relate to the current global geopolitical instability and discuss the perspectives for the country's future.

### **Pre Readings texts**

The pre-readings texts will be available to the students some weeks before the beginning of the classes

## Assignment

Major Group Project: Power Point & Presentation

Due Date: Friday, March 15, 2019: delivered on-site during course

- Purpose - The purpose of this assignment is to give students an in-depth understanding of various topics of the reality of doing business in Brazil and its economy.
- Topics - Groups (4-6 students) should design an entry strategy (FDI) for a company that does not have any commercial relation with Brazil. The presentation should reflect at least one aspect of each lecture.
- Assignment Due - Students in their groups will present their presentation on the last day of the program (4-6 students).

Major Group Project (70%) to be sent to prof (academic Coordinator) and at [oiip@fgv.br](mailto:oiip@fgv.br) by March 15th 9:00 AM

Grades will be given based in:

How insightful is the presentation? Does it address salient lecture topics? Does it consolidate quantitative and qualitative data and impressions about the subject? Is the presentation aligned with the objectives of GNAM week? Is the presentation well-structured? Are the students prepared and confident? Do the students succeed in provoking unique points of view?

- Presentations (30%)
  - 15 minutes (no limits of slides)
  - Each group member must present on one aspect of the topic.
  - Group grade given

## **Report Length:**

Up to 6 pages long excluding cover page, references and appendixes if needed, single spaced, 2,5 cm in all margins.

### **Paper Structure Suggestion:**

Cover page

Intro- summarize your argument (1 to 2 pg)

Evidence presentation (3 to 4 pg)

Conclusion (up to 1 page)

References

Appendix (if needed)

## Faculty Biographies (suggested teachers)

### Lecture1: Global or Glocal



**Professor: Isabela Baleeiro Curado**  
**PhD in Business Administration - FGV-EAESP**

Isabela Baleeiro Curado holds a Bachelor degree in Social Science from São Paulo University - USP and a PhD in Business Administration from FGV/EAESP (Escola de Administração de Empresas de São Paulo, São Paulo, Brazil.) She is an Organizational Behavior and Management professor in the General and Human Resources Management Department.

She is also the Director of the Doing Business in Brazil Program. She has held several positions at FGV/EAESP such as the Associate Dean of CEDEA - Coordenadoria para o Desenvolvimento do Ensino e Aprendizagem (Center for Teaching and Learning Development).

At present her research interests are mainly on the subjects of Community Development in Protected Areas, Protected Areas Management and innovation in teaching and learning.

### Lecture 2: Brazilian Social and Political Environment



**Professor: Claudio G. Couto**  
**Pos-Doctor In Political Science - Columbia University - 2006**

Professor Couto graduated in Social Sciences at Universidade de São Paulo (1991), has a master (1994) and a doctor degree (2000) in Political Science from Universidade de São Paulo (1994), and a post-doctorate from Columbia University (USA) with the support of CAPES - Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brazilian Association for the Development of Higher Education Personnel (2005-2006).

He received of the Brazilian Association of Political Science (ABCP) the prize Brazil Olavo de Lima Jr., awarded the best Brazilian paper on political science of the biennium 2006-2008, for work in co-authorship with Rogério Bastos Arantes (USP-DCP).

### Lectures 3: Entrepreneurship in Brazil



**Professor: Gilberto Sarfati**

**Pós-Doutorado in Business Administration - FGV/EAESP - 2011**

Gilberto Sarfati is an economist, has a Master degree in international relations with specialization in diplomacy from The Hebrew University of Jerusalem (Israel) and a Doctor degree in International Relations from DCP-FFLCH/USP. He is also post-graduated in Corporate Strategy from FGV-EAESP. Professor Sarfati is the author of *Teorias de Relações Internacionais* (Saraiva, 2005), *Manual de Diplomacia Corporativa* (Atlas, 2007) and *O Terceiro Xadrez* (Edusp, 2009). At present he teaches in the Business Administration undergraduate program and in the Professional Master in International Management at FGV-EAESP. His professional experience was as a VP at Webster Bank in Brazil, Venture capital manager at Netjuice, Country Manager at egurlink, Director of New Businesses at Nexxy Capital Venture. <http://www.sarfati.com.br>

### Lecture 4 - Brazilian Consumer Market



**Professor: Edgard Elie Roger Barki**

**Doctor in Business Administration - FGV-EAESP - 2010**

At present he is a Marketing Professor at FGV-SP. He holds a Master degree from FGV-EAESP and is a doctorate student in Business Administration with focus on Marketing in the same school. He also has an MBA in Marketing from Universidade de São Paulo (USP) and a degree in Business Administration from FEA-USP (Faculdade de Economia, Administração e Contabilidade da USP). Professor Barki coordinates the “Retail for Low income Consumers” and “MBA in supermarket management” courses at FGV-EAESP and is a co-organizer of the book *Retail for Low income Consumers*. He works as a consultant in Marketing and Strategy.

## Lecture 5 : Geopolitics in Brazil



**Professor: Antonio Gelis Filho**

**Doctor in Business Administration - FGV EAESP - 2005**

Doctor in Business Administration from Fundação Getulio Vargas - SP (2005). Certificate in International Business by Erasmus Universiteit Rotterdam, Holanda (2003). Law Degree from Universidade de São Paulo (1995); Medicine Degree from Universidade de São Paulo (1990). He is currently a professor in the Department of General Administration and Human Resources of Escola de Administração de Empresas da Fundação Getulio Vargas - SP.