



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

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## 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 Field Work: To better understand the topics addressed in class the students will have to do a field work on the companies visited by them.

## 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



### GNAM

March 14th to March 18th 2016

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

DBB Director: Professor Isabela Baleeiro Curado

v3 06.10.2015

Academic Coordinator Professor Isabela Baleeiro Curado

#### PROGRAM

#### Sunday

#### Monday, March 14

9:00 - 10:30	Program Opening/projects/Introduction to Brazil	1,5
10:30 - 10:45	Coffee Break	
10:45 - 12:15	Global or Glocal - Prof Isabela Baleeiro Curado	1,5
12:15 - 14:00	Lunch at Wall Street	
14:00 - 15:30	Key Note Speaker - Internationalization	1,5
15:30 - 17:30	<b>Visit to Municipal Market (elective program)</b>	
19:00	Welcome Dinner - Pizza at 1900	

#### Tuesday, March 15

9:00 - 12:00	Brazilian Economic Perspective - Prof Alexandra Strommer de Godoy	3
10:30 - 10:45	Coffee Break	
12:00 - 13:30	Lunch at Wall Street	
13:30 - 17:30	<b>City Tour</b>	4
Evening	Free Evening	

#### Wednesday, March 16

7:30 - 13:00	<b>Visit to Natura</b>	4
13:00 - 14:00	Lunch at Wall Street	
14:00 - 16:00	Challenges of Financial Management in Emerging Economies - Prof Lauro Gonzalez	2
16:00 - 16:15	Coffee Break	
16:15 - 17:45	Brazilian MNC - TDB	1,5
Evening	Free Evening	

#### Thursday, March 17

7:45 - 11:45	<b>TBD</b>	3
12:15 - 13:45	Lunch at Wall Street	
14:00 - 15:30	Entrepreneurship in Brazil - Prof Newton Campos	1,5
15:30 - 15:45	Coffee Break	
15:45 - 17:30	Key Note Speaker Panel- Entrepreneurship in Brazil and the Challenges of the International Market	1,5
19:00	Farewell Dinner - all you can eat Brazilian Barbecue	

#### Friday March 18

9:00 - 10:30	Building a Global Mindset - Prof Luiz Carlos de Queiroz Cabrera	1,5
10:30 - 10:45	Coffee Break	
10:45 - 12:15	Lessons Learned - Prof Isabela Baleeiro Curado	1,5
12:15 - 12:30	Certificate Delivery	

Course hours 17  
Visit hours 11  
Total 28

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



## Content

### **Lecture 1 – Global or Glocal** *by Prof. Isabela Baleeiro Curado*

Understanding the globalization, its stages and the corporative challenges and strategies; different approaches for international management;

Topics: Globalization 3.0; responsiveness; new competences; strategic choices;

### **Lecture 2 – Brazilian Economic Perspective**

*by Prof. Alexandra S. de Godoi*

The history of the Brazilian economy, the liberalization of the domestic market to the new investors, the actual scenario and international environment and perspectives to the future;

Topics: Key facts, economic activities; domestic market and international scenario

### **Lecture 3 – Challenges of Financial in Emerging Markets**

*by Prof. Lauro Gonzales*

At this discipline are mentioned the importance of finance and the Key Financial and Economic Indicators;

Topics: Capital and stock Markets; Banks and capital markets

### **Lecture 4 - Brazilian MNC – TBD**

At this subject the students will see competitive advantages and capabilities to leverage an international market and internalization strategies;

Topics: Brazilian multinationals; MNC enterprise, the evolutions of competences; internalization strategies;

### **Lecture 5 – Entrepreneurship in Brazil**

*by Prof. Newton Monteiro de Campos*

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 6 – Building a Global Mindset

*by Prof. Luiz Carlos Queiroz Cabrera*

The world wide of the global business context, the new mindset and perspectives of the employees, the tension between companies and talents;

Topics: Communication, commitment, shared vision, mobility management

## Pre Readings texts

The pre-readings texts will be available to the students one month before the beginning of the classes

## FACULTY BIOGRAPHIES

### Lecture 1: Global or Glocal



**Professor: Isabela Baleeiro Curado**

**PhD in Business Administration - FGV-EAESP**

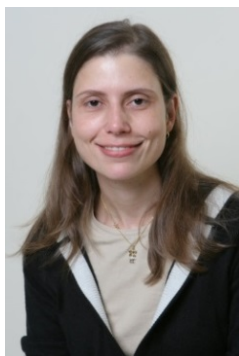
Isabela Baleeiro Curado holds a Bachelor degree in Social Science from São Paulo University - USP and a PhD in Business Administration from FGV/EAESP (Escola de Administração de Empresas de São Paulo, São Paulo, Brazil.) She is an Organizational Behavior and Management professor in the General and Human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



**Professor: Alexandra Strommer de F. Godoi**

**Doctor in Economy - FGV/EAESP 2006**

Professor Godoi holds a Doctor degree in Economics from FGV-EAESP and has worked for seven years in the financial market. She was the Vice-president and Senior Analyst at Bank JP Morgan S.A. in the area of Equity Research, specialist in the field of Oil, Gas and Electric Energy for Latin America. In 2000 she was awarded the best variable income analyst in Brazil in the field of electric energy in Latin

America by the magazine *Institutional Investor do Brasil*.

In 2001 she received the “silver medal” from the magazine Latin Finance as the second best variable income analyst in Latin America in the same field. Professor Godoi was one of the first professionals in Brazil to have the right to use the CFA assignment (Chartered Financial Analyst), a well-recognized certification in the financial area.

She graduated in Business Administration from Fundação Getulio Vargas in 1997 where she was considered the student with the best academic performance in the course. In 1994 she was graded first place in the entrance exam in the area of Business Administration.

## Lecture 3: Challenges of Financial in Emerging Markets



**Professor: Lauro Emilio Gonzalez Farias**

**Doctor in Economy - FGV/EAESP 2007**

Professor Lauro Gonzalez holds a doctor degree in Economic and is professor of Finance at FGV-SP. He is also the Coordinator of the Microfinance Study Center (GVcmf) of FGV-EAESP.

He was a Fellow of the Microfinance Management Institute, based in Washington, and a visiting researcher at Columbia University (NYC). Since 1997, He has worked on consulting projects and advisory services for companies such as Serasa, ABN-Amro, BASA, among others.



Recently, He gave lectures on Microfinance in China (Building Credit Information System in China) and at Stanford University.

## Lecture 5: Entrepreneurship in Brazil



**Professor: Newton Monteiro de Campos**

**Doctor in Business Management - FGV/EAESP 2010**

Newton M. Campos holds a doctor degree in Business Management from FGV-EAESP (2010), MBA from IE Business School Madrid and from IIM Indian Institute of Management Calcutá (2002) and bachelor in Accounting Sciences from PUC-SP (1999).

Currently he is associate professor and international speaker at IE Business School, associate professor and vice-coordinator of GVcepe Private Equity and Venture Capital studies of FGV-EAESP, partner director of Sóliph Empreendedorismo e Serviços Educacionais, blogger for education and technology of O Estado de S. Paulo newspaper and coordinator of the Brazilian Startups Association committee.

## Lecture 6: Building a Global Mindset



**Professor: Luiz Carlos Q. Cabrera**

**Extension Course in Business Administration - USC**

Luiz Carlos Cabrera is one of Amrop Panelli Motta Cabrera's Founding Partners. He is a member of the Amrop's global Advisory Board, and former Chairman of the Brazil National Committee of AESC - Association of Executive Search and Leadership Consultants. He was a member of the America's Council, and of the Board of Directors of AESC. He is a professor at EAESP - Fundação Getúlio Vargas (Brazilian leading business school), as well as at IBGC - the Brazilian Institute of Corporate Governance, and at EMI - Escola de Marketing Industrial. He is also a Board Member of IBGC, Uniethos - Formação e Desenvolvimento da Gestão Socialmente Responsável, and Aliança da Misericórdia.



Mr. Cabrera has a Bachelor's degree in Metallurgical Engineering from Escola de Engenharia Mauá/São Paulo, a graduate degree in Business Administration from Fundação Getúlio Vargas (FGV), and concluded a Business Administration extension course at the University of Southern California.

Additionally, he has co-authored two books: "Transição 2000" (2000 Transition), and "Se eu fosse você, o que eu faria como gestor de pessoas" (What I would do as a personnel manager if I were you). In 2011, he was honored by AESC with the Gardner W. Heidrick in New York. This award is presented annually to an individual who has made an outstanding contribution to the executive search consulting profession.

#### **Lecture 4: Brazilian MNC – TBD**