

## DOING BUSINESS IN BRAZIL

### CHALLENGES OF A BIG MARKET IN A BIG COUNTRY

SYLLABUS, October 2016

#### I. Course Description

Challenges of a Big Market in a Big Country course aims to address the connections between academic and corporate environments. The course will enhance awareness of the Brazilian culture and way of doing business. Subject areas covered will include: Business Environment; Social, Political and Economic Dimensions; Economy; Finance Challenges; Entrepreneurship; 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  
October 17th to October 21st 2016

## Challenges of a Big Market in a Big Country

**DBB Director:** Professor Isabela Baleeiro Curado  
**Academic Coordinator:** Professor Isabela Baleeiro Curado

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PROGRAM		
Sunday		
Monday, October 17		
		Room
9:00 - 09:30	Program Opening/projects/Introduction to Brazil	
09:30 - 12:00	Lecture 1 - Brazilian Business Environment and Culture - Prof Isabela Baleeiro Curado - TBC	3
10:45 - 11:00	Coffee Break	
12:00 - 14:00	Lunch at Wall Street	
14:00 - 17:00	Lecture 2 - Brazilian Economic Perspective - Prof Alexandra de F. Godoi - TBC	3
19:00	<b>Welcome Dinner - Pizza at 1900</b>	
Tuesday, October 18		
		Room
9:00 - 12:00	<b>City tour</b>	<b>3</b>
12:00 - 14:00	Lunch at Wall Street	
14:00 - 17:00	Lecture 3 - Brazilian Social, Political and Economic Dimensions - Prof Claudio G. Couto - TBC	4
Evening	Free Evening	
Wednesday, October 19		
		Room
09:00 - 12:00	Lecture 4 - Brazilian Market Challenges - Prof Benjamin Rosenthal - TBC	3
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Wall Street	
14:00 - 16:00	Lecture 5 - Challenges of Financial systems in Big Countries - Prof Lauro E. Gonzalez - TBC	2
16:00 - 18:00	<b>Panel: Testimonial Challenges of Retail in Emerging Markets - Prof Mauricio Morgado</b>	2
Thursday, October 20		
		Room
7:30 - 12:00	<b>Visit to Natura</b>	<b>5</b>
12:00 - 14:00	Lunch at Wall Street	
14:00 - 16:00	Lecture 6 - Entrepreneurship in Brazil - Prof Newton Campos - TBC	2
15:30 - 15:45	Coffee Break	
16:00 - 18:00	<b>Panel - Entrepreneurship in Brazil and the Challenges of the International Market</b>	2
19:00	<b>Farewell Dinner - all you can eat Brazilian Barbecue</b>	
Friday, October 21		
		Room
10:00 - 12:00	Lessons Learned - Prof Isabela Baleeiro Curado	2
12:15 - 12:30	Certificate Delivery	
		Course hours 23
		Visit hours 8
		Total 31

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

## Lecture 1 - Brazilian Business Environment and Culture

### Prof. Isabela Baleeiro Curado

Understanding Brazil's business environment is important to frame the challenges one faces in Doing Business in Brazil.

Topics: Brazil's business environment characteristics; Brazilian Culture and business culture.

## Lecture 2 - Brazilian Economic Perspective

### 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 - Brazilian Social, Political and Economic Dimensions

### Prof. Claudio G. Couto

A general overview about the Brazilian society and its characteristics.

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

## Lecture 4 - Brazilian Market Challenges

### Prof. Benjamin Rosenthal

This course aims to discuss marketing challenges in Brazil. It gives an overview about how is Brazil and assessment of the determinants of individual and social influences on buying and consuming behaviors in Brazil.

Topics: The perspectives for emerging markets; Marketing strategy; Brazilian's consumers behavior; Product management

## Lecture 5 - Challenges of Financial Systems in Big Countries

### Prof Lauro E. Gonzalez

The lecture will cover the main characteristics and current outlook of financial systems and capital markets in emerging economies with a focus on Brazil;

Topics: Capital and stock Markets; Banks and capital markets

Lecture 6 - Entrepreneurship in Brazil  
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

**Pre Readings texts**

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

## II. Faculty Biographies

### 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.

## Lecture2: 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: Brazil Social, Political and Economic Dimensions



**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).

## Lecture 4: Brazilian Market Challenges



Doctor in Business Administration - FGV-EAESP - 2014

Professor Benjamin Rosenthal holds a doctorate's degree in Business Administration from FGV-EAESP, a master's degree in Experimental Psychology from PUC-SP and a bachelor degree in Business Administration from FGV-EAESP. He is a marketing professor at FGV- EAESP in the subjects of Social Media Marketing, and Marketing Research.

Professor Benjamin is an experienced Executive in the Marketing field with over 15 years of experience in consumer goods in global, large and complex organizations.

Among the executive positions occupied by Professor Benjamin, are: Marketing Intelligence Manager at Cervejarias Kaiser (Heineken), Brand Manager at Cervejarias Kaiser, Colgate-Palmolive, Adam's and Kraft Foods and Economy Analyst at Banco Votorantim. Besides working for global companies in Brazil, Benjamin has also worked in consulting and market research projects for several companies in Technology, Real State, Pharmaceuticals, Beauty and Personal Care, Retail, and Financial Services.



## Lecture 5: Challenges of Financial Systems in Big Countries



**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 (GVcemf) 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 6: 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 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.

## Panel1

Testimonial Challenges of Retail in Emerging Markets:

speaker 1 - TBD

speaker 2 - TBD

## Panel 2

Entrepreneurship in Brazil and the Challenges of the International Market:

speaker 1 - TBD

speaker 2 - TBD