


São Paulo, Brazil (business and culture)

Escola de Administração de Empresas de São Paulo da Fundação Getúlio Vargas

fall / spring / academic year / calendar year 

accounting / brazilian studies / business / economics / finance / international business / management / marketing / negotiation / portuguese language



program snapshot

- Take business courses, taught in English, with Brazilian and other international students; visit Brazilian companies
- Portuguese for Business courses available for beginner and advanced students
- Advanced students can directly enroll in business-related courses taught in Portuguese
- University located in the cultural and economic center of São Paulo
- Cultural activities such as visits to a samba school, a soccer match, Brazilian concerts, movies, and museums, and two weekend trips

what you'll learn

The Business and Culture program at the CIEE Study Center in São Paulo, Brazil aims to help students develop skills and competency in Portuguese, while giving them opportunities to study issues related to the economy and business in Brazil and Latin America.

thoughts from abroad

At 18 years of age, I studied abroad and learned another language, and it impacted my future academic and professional decisions. My hope is that your experience as a participant in the Business and Culture program will impact your academic, professional, and personal life for years to come. Skills such as foreign language fluency and cross-cultural understanding and negotiation are increasingly important in the business world.

São Paulo, a cosmopolitan city of 19 million people, is an ideal city for you to learn about international business and the global marketplace. During your semester or year here, you will witness a city that rebuilds itself and reconstructs its identity on a daily basis. Come to São Paulo and discover, firsthand, the true meaning of living in a globalized world.

— Ana Luiza de Lima Coimbra, Resident Director

About the Resident Director

Ana Luiza de Lima Coimbra holds a B.A. in Portuguese and English Language and Literature from Universidade de São Paulo and has worked with CIEE since 1989. She has an M.A. in Oral History at the Universidade de São Paulo, with experience in international education. Prior to CIEE, Ana volunteered for American Field Service and taught Portuguese and English in secondary public and private schools from 1964 through 1986. Her present academic research focuses on the perception of Brazilian Studies in the United States.

About Other CIEE Staff

Dr. Ligia Costa, Academic Advisor, is the Associate Dean of International Relations and professor at FGV. Dr. Costa received her undergraduate degree in law from the Universidade de São Paulo, and her Ph.D and an L.L.M. in international trade law from the Université de Paris X. Dr. Costa specializes in international commerce, has published six books and many articles, and has been a visiting scholar at the University of Michigan law school.

Mauricio Zanolini, Resident Coordinator, joined CIEE in 2004. Mauricio received a B.A. in graphic design in 1998. He helps with administrative issues and helps organize program activities.

academics

Academic Program

The Business and Culture program offers students with varying levels of Portuguese language skills and interests in business and the Latin American region the opportunity to begin or continue their study of Portuguese. At the same time, they take business-related courses in one of the most economically important countries in the world. All students enroll in one Portuguese language course at an appropriate level. In addition, students enroll in coursework that is part of an International Management Diploma (IPM) offered at FGV, an English-language program geared to Brazilian and international students that have either completed their undergraduate degrees or are advanced undergraduate students. Students with advanced Portuguese language may directly enroll in courses taught in Portuguese at the Escola de Administração de Empresas at FGV on a case-by-case basis. FGV staff from the international office and the CIEE Resident Staff will work with students on their course registration prior to arrival.

Company Visits

A series of company visits is organized to complement academic study through firsthand exposure to business in Brazil. Students visit such places as Natura (a Brazilian cosmetics company that operates in an environmentally sustainable way), General Motors, Bradesco (a Brazilian bank), Bloomberg (Brazilian television network), and Bovespa (the São Paulo stock market).

Academic Culture

The academic culture at FGV focuses both on theoretical learning and practical knowledge. In the classroom, students are able to debate and discuss innovative management issues, analyze case studies, and participate in role-playing exercises to better understand business principles. Each IPM course at FGV meets for an eight-week module and is taught in English. The normal course load is three to

four courses per module plus the CIEE language course. Students receive an IPM Diploma when they choose to take four courses in each module. Students should expect challenging coursework and a rigorous program of study. Under the supervision of the Academic Advisor, students may enroll in any IPM course. Direct enrollment courses, taught in Portuguese, run on a semester-long basis.

FGV follows a Southern Hemisphere academic calendar: the first semester of the academic year begins in late February and finishes the first week of July; the second semester begins mid-July and ends in early December.

Academic year students have a five-week break between fall and spring semesters. Calendar year students have a break of approximately two months.

Nature of Classes

Portuguese language courses are taught to CIEE students by Brazilian professors. In addition, participants enroll directly in IPM courses, taught in English, with CIEE, Brazilian, and other international students. Direct enrollment courses, taught in Portuguese, are taken alongside international and Brazilian students.

Grading System

Generally, students at FGV are evaluated on weekly homework, participation, group projects, student presentations, quizzes, mid-term and final exams, or final papers. Students must take exams at the regular exam time and turn in all work on time. Letter grades of A, B, C, D, and F are given with pluses and minuses.

Grades for the spring semester are normally received by early September and for the fall semester by March.



about são paulo

São Paulo is a multi-cultural city of more than 19 million people. It is the second largest urban area in the Americas and an important South American economic and cultural center. São Paulo has a modern subway system, shopping malls, beautiful parks, nightlife, and open-air fruit and flower markets. São Paulo is often compared to New York City because of its distinct ethnic neighborhoods and excellent cultural venues. The city offers numerous entertainment opportunities including theater, plays, cinema, museums, and Carnival samba schools.



where you'll study

The Escola de Administração de Empresas de São Paulo da Fundação Getúlio Vargas (FGV) was founded in 1954 by the Brazilian government and the business community, with cooperation from Michigan State University. FGV is recognized worldwide as a highly reputable private college focused on business administration and economics and is accredited by The Association to Advance Collegiate Schools of Business. FGV is a private non-profit business school that has more than 70 international partner schools and an international student body.

living

Housing and Meals

Housing and two meals per day are included in the program fee. One meal per day, usually lunch or dinner depending on class schedules, is not included in the fee and is the responsibility of the student. During orientation, students are housed together in a hotel. During the remainder of the semester, students are placed in Brazilian homestays.

Orientation

A three-day mandatory orientation session is conducted at the beginning of the program and introduces students to the country, culture, and academic program, as well as provides practical information about living in Brazil. Safety, public transportation, gender and race issues, and family relations are discussed. Ongoing support is provided on an individual and group basis throughout the program.

Internet

Students have access to computer labs at FGV. In addition, CIEE pays for each student to use a private Internet café for three hours per week. Please note that access to the Internet and computer labs at Brazilian universities is much more limited than at U.S. universities. Students may use any of the numerous Internet cafés throughout the city and located near the FGV campus, and are strongly encouraged to bring wireless-enabled laptops.

duration

Fall

17 weeks: mid-July–early December

Spring

17 weeks: early February–early July

Academic Year

49 weeks: mid-July–early July

Calendar Year

40 weeks: early February–early December

eligibility

- Overall GPA 3.0
- 3 semesters of micro- or macro-economics, accounting, finance, management, marketing, or statistics

costs

CIEE Fees

Fall 2009: \$15,100

Spring 2010: available 8/15/09

Academic Year 2009–10: \$27,200

Calendar Year 2010: available 8/15/09

The CIEE fees for 2009–10 include tuition, housing, two meals per day, optional on-site airport meet and greet, full-time leadership and support, orientation, cultural activities, local excursions, field trips, immersion activities, comprehensive student handbook, pre-departure advising, in-country documents, and a CIEE iNext travel card, which provides insurance and other travel benefits.

Estimated Additional Costs (Fall 2009)

Transportation (round-trip based on U.S. East Coast departure)	\$ 1,350
Personal Expenses	\$ 1,200
Additional Meals	\$ 950
Books and Supplies	\$ 150
Local Transportation	\$ 650
Visa Fee	\$ 200
Total Estimated Additional Costs	\$ 4,500

Check our website for current fees.

culture

Cultural Activities and Field Trips

The program includes one weekend field trip and an overnight trip in Brazil and cultural visits to sites of historical and cultural importance in São Paulo. In the past, students have visited Rio de Janeiro, Ouro Preto, or the colonial city of Paraty; the headquarters and community of the Landless Movement; Aparecida do Norte, the most famous center of devotion for the Brazilian Catholic population; and a samba school. Students have also participated in a community service project in favelas, attended concerts, Brazilian movies, museums, and soccer games (including a championship match).



coursework

Program Requirements

All students take a CIEE Portuguese language course for the duration of the semester. During each module, students are required to take three courses, one of which is the course entitled, Brazilian Economy. Students take a minimum of seven courses total during the semester. Students may take one or two additional IPM courses.

For those students who place into Advanced Portuguese language, they may substitute a Portuguese-taught direct enrollment course for an IPM course with Resident Director approval.

Credit

Total recommended credit for the semester is 16–20/24–30 quarter hours. Total recommended credit for the academic year is 32–40/48–60 quarter hours.

IPM courses at FGV have 32 contact hours per module and recommended credit is 2 semester/3 quarter hours.

Direct enrollment courses at FGV have 16–32 contact hours and recommended credit is 2–4 semester/3–6 quarter hours.

CIEE course hours are 72 and recommended credit is 4 semester/6 quarter hours.

Languages of Instruction

Portuguese, English

Faculty

The Portuguese language courses are taught by highly trained Portuguese language and linguistic teachers from local language institutes. All other courses are taught by faculty from FGV.

courses

Required CIEE Semester Courses

Based on an onsite language placement examination upon arrival, students are placed in an appropriate Portuguese language course.

PORT 1001 SPBC Semester Beginner Portuguese, I
 PORT 1002 SPBC Semester Beginner Portuguese, II
 PORT 2001 SPBC Semester Intermediate Portuguese, I
 PORT 2002 SPBC Semester Intermediate Portuguese, II
 PORT 3001 SPBC Semester Advanced Portuguese for Business, I
 PORT 3002 SPBC Semester Advanced Portuguese for Business, II

The language courses are taught intensively during the first two weeks, prior to the start of the regular semester. This intensive period comprises daily language lessons and a complementary Brazilian culture workshop. The workshop consists of participation, observation, and analysis of a variety of Brazilian cultural activities. Once the regular semester coursework begins, language classes continue on a weekly or bi-weekly basis, rather than a daily basis. These courses emphasize grammar, writing, listening, comprehension, and speaking. Lessons in using Portuguese in a business context is incorporated into the upper-level courses.

International Program in Management (IPM) Courses

The following list is a representative sampling of the courses offered by the IPM program offered by FGV. Not all courses are available every semester.

Brazilian Economy

This course aims to examine some long-term features of the Brazilian economy, including demography, the import substitution legacy, the challenges of globalization, and constraints to growth. Cases and class discussion are significant components of the course.

BRICs and the International Economy

This course looks at the economies of Brazil, Russia, India, and China and their interaction with, and impact on, the world economy.

Development and Sustainability

This course aims to understand how 21st Century paradigms influence the management of organizations, and how they apply to corporate reality through case studies. The manager is considered an agent of change by introducing and consolidating practices and conditions essential for the development of sustainability inside organizations.

Government and Civil Society in the Local Setting:

New Approaches to Public Management and Equity

The aim of this course is to introduce students to sub-national governments in Brazil, including federalism, the municipality, and social challenges. In addition, it introduces them to civil society as a concept and practice, as well as introduces a novel approach to monitoring innovation: the public management and citizenship awards program. And in brief, it helps students re-think the “post-Washington consensus.”

Legal Framework for International Business

The aim of this course is to develop student’s strategic legal thinking through an overview of principles of international trade law and to enable students to use legal concepts to improve the decision-making process in international business.

Marketing for Low Income Populations

The rapid growth of emerging economies like China, India, and so many other developing nations is encouraging a growing interest in the study of the low-income markets. In Brazil, most large consumer companies are beginning to recognize not only the huge economic potential of this market, but also the need to understand the aspirations and peculiar needs of this segment in order to develop successful company strategies to market to this consumer segment. This course aims to offer a better understanding about the opportunities and characteristics of this market, as well as explores the strategies adopted by companies in Brazil and in other emerging countries to operate in the low-income markets.

Marketing in Latin America

Globalization is not a fad. The fast-growing communication and data transmission industry, combined with more accessible air travel, produced the shrinkage of the world into a network of business relationships. It is indisputable that the developed economies drive this phenomena of globalization and the once-knew, underdeveloped world offers a huge opportunity for these countries. Latin America is one of these blocks that offer opportunities in a global economy. So understanding these markets and cultures is a vital task to conduct commercial activities and profit from them.



(courses continued from previous page)

Negotiation

This course aims to develop strategic thinking skills through an overview of principles of negotiation; to develop negotiating skills and manage the negotiation process; and to enable students to use concepts to improve the decision-making process in negotiations.

Strategy in an International Perspective

This is an introductory course to business strategy from an international and Latin American perspective. It takes a multidisciplinary approach based on economics, sociology, and the theory of business strategy and relies on discussions of case studies, lectures, and class exercises.

Fundação Getúlia Vargas Direct Enrollment Courses

Students who place in Advanced Portuguese language may enroll in one or two direct enrollment courses taught in Portuguese at the Escola de Administração de Empresas at FGV.

Administração de Empresas

Comportamento Estratégico nas Organizações
Contabilidade Financeira e Gerencial I
Contabilidade Financeira e Gerencial II
Desafios das Sociedades Contemporâneas para as Empresas
Estratégias de Comunicação para Empresas
Estratégia de Rede de Suprimentos e Redes de Operações Globais
Finanças Corporativas I
Gestão de Operações
Gestão em Ambientes Multiculturais
Mercados Financeiros e de Capitais
Sociedade Moderna e Racionalidade Empresarial
Vendas, Canais e Comunicação Integrada de Marketing

Administração Pública

Administração Pública no Brasil
Contabilidade Pública e Controladoria: Brasil e Exp.Internacional
Estratégias de Comunicação nas Organizações Públicas
Estrutura Tributária e Finanças Públicas
Finanças para Administradores Públicos
Gestão de Pessoas no Setor Público
Instituições Políticas e Administração Pública: Análise Comparada
Logística e Suprimentos na Área Pública
Políticas Públicas: Agenda, Formulação e Avaliação
Qualidade e Produtividade dos Serviços Públicos

Economia

Economia I—Microeconomia
Economia II—Macroeconomia
Economia Brasileira
Economia das Nações Desenvolvidas e Emergentes
Economia do Meio Ambiente e Seus Impactos Sobre as Empresas
Economia do Setor Público
Economia Financeira e Análise de Conjuntura
Economia Financeira e Atualidade Econômica
Instrumentos de Uma Política Econômica Civilizada
Microeconomia Intermediária Aplicada
Teoria do Desenvolvimento Econômico

