

GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT



SÃO PAULO SCHOOL OF  
BUSINESS ADMINISTRATION

*Office of International  
Programs*

# The “New Normal” and Emerging Markets: Ways Ahead?

Coordinator

Prof. Isabela Baleeiro Curado

## Course Description

*The “New Normal” and Emerging Markets: Ways Ahead?* aims to discuss the current and future impact on emerging economies, especially, Brazil’s. Subject areas covered will include social, political and economic dimensions; politics and entrepreneurship.

## Teaching and Learning Approach

The teaching and learning approach is based on blended learning, with the following learning processes:

- A capstone group project
- Asynchronous activities (flipped classroom)
- Online session (lectures) delivered by professors, designed to provide participants with conceptual frameworks the theme.



GNAM March 15th to March 19th 2021			
<b>The “New Normal” and Emerging Markets: Ways Ahead?</b>			
<b>DBB Director:</b>	Professor Isabela Baleeiro Curado		v1 17.11.2020
<b>Academic Coordinator</b>	Professor Isabela Baleeiro Curado		
PROGRAM			
Monday, March 15			
10:30 - 12:00	Introduction class goals, learning platform and structure (group formation)		1,5
12:00 - 14:00	Lunch Break		
14:00 - 16:00	Lecture 1 - Brazilian Business Environment - Challenges post COVID - Prof Isabela Baleeiro Curado		2
Asynchronous activity	Brazil Cultural Journey		1
Tuesday, March 16			
Synchronous activity	<b>Group Activity Project</b>		0,5
10:30 - 12:00	Lecture 2 -Emerging Markets & COVID-19   Are we heading towards a debt crisis - Prof Julia Pacheco		1,5
12:00 - 14:00	Lunch Break		
Asynchronous activity	<b>Context Analysis - exercise</b>		2
Wednesday, March 17			
Synchronous activity	<b>Group Activity Project</b>		0,5
10:30 - 12:00	Lecture 3 - Latin America Social, Political and Economic Environment post COVID - Prof Jose H. Bortolucci		1,5
12:00 - 14:00	Lunch Break		
Asynchronous activity	<b>Research: Entrepreneurship in Brazil</b>		2
Thursday, March 18			
Synchronous activity	<b>Group Activity Project</b>		2
12:00 - 14:00	Lunch Break		
14:00 - 16:00	Lecture 4 - The impact of COVID in Enterpreneurship activities in Emerging Countries - Prof Newton M. Campos		2
Asynchronous activity	<b>Webinar: Entrepreneurial experiences in challenging times</b>		2
Friday, March 19			
11:00 - 12:00	Project presentations - Prof Isabela Baleeiro Curado		2
12:15 - 12:30	Wrap Up		
			Course hours 21
			Total 21

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

## GROUP PROJECT

The cohort will be divided in groups and, for each group will be allocated a capstone group project, with pre-defined activities. Is expected, during the week, that each group meet at least three times to develop the activities of the group project. Each group, considering time zones, will decide the schedule of the meetings.

## ASYNCHRONOUS ACTIVITIES

Both the content of [Latin America Social, Political and Economic Environment](#) and [The impact of COVID in Entrepreneurship activities in Emerging Countries](#) will be partially flipped, with asynchronous activities assigned before the Online session.

## ONLINE SESSIONS

### Lecture 1 |

Brazilian Business Environment post COVID

Prof. Isabela Baleeiro Curado

*Understanding the challenges Brazilian Business Environment is facing because of the country dimension and cultural traits.*

### Lecture 2 |

Emerging Markets & COVID-19 | Are we heading towards a debt crisis

Prof. Julia von Maltzan Pacheco

*At this topic are discussed the economic activities, key facts, the impact of COVID in emerging markets and future scenario and perspectives*

### Lecture 3 |

Latin America Social, Political and Economic Environment

Prof. Jose Henrique Bortolucci

*A general overview about the LA society and its characteristics. Heterogeneities; poverty and inequalities; ethnicity (race and advertisement) and the political system*

### Lecture 4 |

The impact of COVID in Entrepreneurship activities in Emerging Countries

Prof. Newton M. Campos

*At this topic are discussed the how entrepreneurs are facing the challenge and opportunities of COVID*

## Pre-Readings texts

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

## 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 and speaker sessions. Attendance will be taken at every session on every day of the program.

## Assignments

Major Group Project: Power Point & Presentation

Group Grade

**Capstone Group Project (60%)** to be sent to prof (academic Coordinator) and at [ois@fgv.br](mailto:ois@fgv.br) by March 19th 9:00 AM

Due Date: Friday, March 19, 2021: 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 others emerging Markets economy post COVID.

- Topics - TBD.
- Assignment Due - Students in their groups will present their presentation on the last day of the program **(4-6 students)**.

Deliverable: report + short presentation

## Individual Grades

Research Entrepreneurship (15%)

LA country COVID context analysis (15%)

Class participation (10%)

## Faculty Biographies

### Lecture 1: Brazilian Business Environment - challenges post COVID



**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: Emerging Markets & COVID-19 | Are we heading towards a debt crisis



**Professor: Julia von Maltzan Pacheco**

Doctor in Economics - FGV EAESP

Julia von Maltzan Pacheco is the Associate Dean for Global Affairs and professor at the business school FGV EAESP. She obtained her master and doctor title at the Christian Albrecht University of Kiel in Germany. For several years she worked as researcher at the OECD Development Centre, the International Energy Agency of the OECD in Paris and the Institute for World Economics in Kiel,

Germany. In Brazil, she worked as equity analyst and fixed income analyst at the bank BBA, São Paulo. Since 2003, she is professor at FGV in São Paulo, where she pursues research on emerging markets' economics, monetary economics (focusing on inflation targeting), international finance and the development of the Brazilian Economy. She published articles and books on the following topics: country risk, investments, capital flows, macroeconomics of emerging markets and behavioral finance. She is also active member of the CEMS Executive Board, CEMS Quality Assurance Committee, CEMS Finance Committee, PIM Chair for the Americas Region and Programme Ambassador for the German Chancellor Fellowships at the Alexander von Humboldt-Foundation. In the past she acted as Chair of the PIM Membership Committee, as Member of the Yale SOM Global Diversity Advisory Council and as Vice Chair at the GNAM Steering Committee.

### Lecture 3: Latin America Social and Political Environment



**Professor: Jose Henrique Bortolucci**  
Doctor in Business Management - FGV EAESP

José Henrique Bortolucci holds an M.A. and a PhD in Sociology (University of Michigan), a master's degree in Social History and a B.A. in International Relations (University of São Paulo). He is interested in Urban Sociology, Social Movements, Social Theory, Historical and Comparative Sociology, Sociology of Knowledge, Political Sociology, and Philosophy of the Social Sciences

### Lectures 4: Entrepreneurship in Emerging Markets



**Professor: Newton M. Campos**  
Doctor in Business management - FGV EAESP

Newton M. Campos holds a doctor degree in Business Management from FGV-SP (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-SP, 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.