



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

Course Program

October 17 - 21, 2022		
Development of a Global Mindset: The Perspective of an Emerging Market		
DBB Director:	Professor Isabela Baleeiro Curado	v 2022.07.07
Academic Coordinator	Professor Isabela Baleeiro Curado	
PROGRAM		
Monday, October 17		
9:00 - 10:30	Introduction / Program Projects / Introduction to Brazil	1,5
10:30 - 10:45	Coffee Break	
10:45 - 12:15	Global or Glocal Prof. Isabela Curado	1,5
12:15 - 14:00	Lunch Break	
14:00 - 15:30	Key Note Speaker Internationalization	1,5
15:30 - 17:30	Visit of Municipal Market (elective program)	
19:00	Welcome Dinner	
Tuesday, October 18		
9:00 - 10:30	Brazilian Economic Perspective Prof. Alexandra Godoi	1,5
10:30 - 10:45	Coffee Break	
10:45 - 12:15	Brazilian Economic Perspective Prof. Alexandra Godoi	1,5
12:15 - 13:30	Lunch Break	
13:30 - 17:30	City Tour	1,5
Evening	Free Evening	
Wednesday, October 19		
7:30 - 13:00	Visit to Natura	4,0
13:00 - 14:00	Lunch Break	
14:00 - 16:00	Challenges of Financial Management in Emerging Economies Prof. Lauro Gonzalez	2,0
16:00 - 16:15	Coffee Break	
16:15 - 17:45	Brazilian MNC TBC	1,5
Evening	Free Evening	
Thursday, October 20		
7:45 - 11:45	TBC	3,0
12:15 - 14:00	Lunch Break	
14:00 - 15:30	Entrepreneurship in Brazil Prof. Newton Campos	1,5
15:30 - 15:45	Coffee Break	
15:45 - 17:45	Key Note Speaker Panel Entrepreneurship in Brazil and the Challenges of the International Market	2,0
19:00	Farewell Dinner All You Can Eat Brazilian Barbecue	
Friday, October 21		
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 Curado	1,5
12:15 - 12:30	Certificate Delivery	
11:00 - 12:00	Project presentations - Prof Isabela Baleeiro Curado	2,0
12:15 - 12:30	Wrap Up	
		Course hours 28
		Total 28
* This is a preliminary program. The lectures and visits may be adjusted due to actual availability.		

Content

Lecture 1 – Global or Glocal | Prof. Isabela Baleeiro Curado

Understanding the globalization, it's 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 | 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 | 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 | 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 | Prof. Luiz Carlos Queiroz Cabrera

The worldwide 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

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

Teaching and Learning Approach

The teaching and learning approach have 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 vis-its. Attendance will be taken at every session on every day of the pro-gram.



FACULTY BIOGRAPHIES



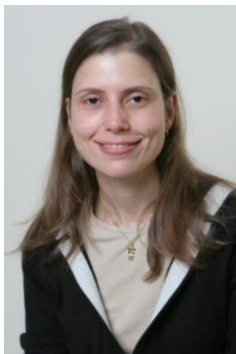
Professor Isabela Baleeiro Curado

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.



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 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.



Professor: Lauro Emilio Gonzalez Farias

Doctor in Economy – FGV EAESP 2007

Professor Lauro Gonzalez holds a doctor degree in Economics 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.



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.



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.