

GLOBAL NETWORK FOR ADVANCED MANAGEMENT



SÃO PAULO SCHOOL OF
BUSINESS ADMINISTRATION

*Office of International
Programs*

FROM BRAZIL TO THE WORLD: how to build digital leaders

Coordinator: Prof Adrian Kemmer Cernev

Course Description

Brazil digital business has been growing exponentially in the last 10 years. An single e-commerce player grows at a rate of 60% p.a., even before the pandemic, currently reaching 30,000 employees, while another digital payment company more than quintupled its size in 5 years. Innovative businesses are changing the country's economy, and some unicorns have already emerged on the NYSE and Nasdaq stock exchanges.

This course addresses the digital business ecosystem in Brazil, from opportunities to challenges, with an especial focus on e-commerce, digital banking & payments.

Teaching and Learning Approach

The teaching and learning approach has the following learning processes:

- A capstone group project;
- Session (Lectures) delivered by professors, designed to provide participants with conceptual frameworks the theme.

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.

SESSIONS

Lecture 1 - Brazilian Business Environment

- Prof Isabela Baleeiro Curado

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

Lecture 2 - Brazil Political Environment

- Prof Jose Henrique Bortolucci - TBC

A general overview about the LA society and its characteristics.

- Heterogeneities; poverty and inequalities; ethnicity (race and advertisement) and the political system

Lecture 3 - Brazil Digital Businesses Market

- Prof Adrian Kemmer Cernev

Understanding the digital commerce and payments ecosystem in Brasil, including players, market, challenges and opportunities.

Round Table: Building a Digital Business in Brazil

In the round table, we will address topics on how to develop businesses in Brazil, from the perspective of new startups to already structured businesses. Topics such as market, regulation, competition and coopetition will be highlighted while stressing the opportunities and challenges of digital markets.

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 (50%) to be sent to prof (Academic Coordinator: adrian.cernev@fgv.br) and at oip@fgv.br by

Due Date: Friday, March 17, 2022: 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 Digital Business in Brazil.

- 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

Essay about a digital business (20%)

Class participation (15%)

Self Assessment of the experience (15%)

Proposed Schedule

GNAM		
March 13th to March 17th 2023		
FROM BRAZIL TO THE WORLD: how to build digital leaders		
OIP Director:	Professor Isabela Baleeiro Curado	
Academic Coordinator	Professor Adrian Kemmer Cernev	
PROGRAM		
Monday, March 13		
9:00 - 9:30	Welcome, course introduction Adrian Kemmer Cernev / Isabela Baleeiro Curado	0,5
9:30 - 12:30	Lecture 1 - Brazilian Business Environment - Prof Isabela Baleeiro Curado	3
12:30 - 14:00	Lunch Break	
14:00 - 18:00	Cultural Activity	4
Tuesday, March 14		
9:00 - 12:00	Lecture 2 - Brazil Social and Political Environment - Prof Jose H. Bortolucci	3
12:00 - 14:00	Lunch Break	
14:00 - 17:00	Company Visit	3
Wednesday, March 15		
9:00 - 12:00	Lecture 3 - Brazil Digital Businesses Market: Challenges and Opportunities - Adrian Kemmer Cernev	3
12:00 - 14:00	Lunch Break	
14:00 - 16:00	Guest Speaker	3
Thursday, March 16		
9:00 - 12:00	Company Visit	3
12:00 - 14:00	Lunch Break	
15:00 - 16:00	Round Table: Building a Digital Business in Brazil	3
evening	Farewell Dinner	
Friday, March 17		
10:00 - 13:00	Project presentations - Prof Adrian Kemmer Cernev	3,5
13:00 - 13:30	Wrap Up	
		29
* This is a preliminary program. The lectures and visits may be adjusted due to actual availability.		

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: Latin America Social and Political Environment



Professor: Jose Henrique Bortolucci

Doctor in Business Management - FGV-EAESP 2010

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

Lecture 3 - Brazil Digital Businesses Market



Professor: Adrian Kemmer Cernev

PhD in Business Administration - FGV-EAESP

Adrian Kemmer Cernev holds a Master (MSc) and Doctor (PhD) degrees in Business Administration from FGV-EAESP. Professor at the Department of Technology and Data Science - TDS since 2004, he was visiting scholar in University of California at Berkeley (2015-2016) - School of Information. He was Associate Dean of CAVIN - Institutional Assessment Office. Currently he has research focus on Innovation and Technology, E-Business, Digital Payments, Open Banking, Cryptocurrencies and Blockchain, and ICT for Development (ICT4D).

Professor Cernev has also executive and consultant experience in technology and business, acting in IT, telecommunications, marketing and general management.

