

# GLOBAL NETWORK FOR ADVANCED MANAGEMENT



## FROM BRAZIL TO THE WORLD: how to build digital leaders

Coordinator: Prof Benjamin Rosenthal

## 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 - Brazil is Back to the Global Game

- Prof Guilherme S. P. Casarões

A general overview about the LA society and its characteristics.

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

### Lecture 2: Entrepreneurship in Brazil

Professor Gilberto Sarfati

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 3 - Consumption Markets in Brazil**

- Prof Benjamin Rosenthal

A general view of the evolution of several consumption markets in Brazil, the economic impact of the 2014-2016 crisis and its effects on consumption habits; topics:

- the economic situation; regional differences and social classes; consumer markets evolution

### **Lecture 4: 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 5 - Digital Transformation: Key Brazilian Cases**

- Prof Leandro Guissoni

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

## **Pre Readings texts**

The pre-readings texts will be available to the students one week 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 the Academic Coordinator:

Due Date: to be defined - delivered on-site during course

Purpose - Topics - Groups (up to 4 students) should design an entry strategy (FDI) for a company that does not have any commercial relation with Brazil. The presentation should reflect at least one aspect of each lecture..

- 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 October 14 - 18, 2024

### FROM BRAZIL TO THE WORLD: how to build digital leaders

OIP Director: Professor Isabela Baleeiro Curado

Academic Coordinator Professor Benjamin Rosenthal

PROGRAM		
<b>Monday, October 14</b>		
9:00 - 9:30	Welcome, course introduction profs Benjamin Rosenthal	0,5
9:30 - 12:30	Lecture 1 - Brazil is Back to the Global Game - Prof. Guilherme Casarões	3
10:30 - 10:45	Coffee Break	
12:30 - 14:00	Lunch at Wall Street Hotel	
14:00 - 21:00	City tour and welcome dinner	4
<b>Tuesday, October 15</b>		
9:00 - 12:00	Lecture 2 - Entrepreneurship in Brazil - Prof Gilberto Sarfati	3
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Wall Street Hotel	
14:00 - 17:00	Lecture 3 - Consumption Markets in Brazil - Prof Benjamin Rosenthal	3
15:30 - 15:45	Coffee Break	
<b>Wednesday, October 16</b>		
7:00 - 12:00	Company Visit - Natura - meeting point at Rua Itapeva, 432	5
12:00 - 14:00	Lunch at Wall Street Hotel	
15:30 - 15:45	Coffee Break	
14:00 - 17:00	Lecture 4 - Brazilian Socio Political Environment - Prof. Claudio Couto	3
<b>Thursday, October 17</b>		
7:30 - 12:30	Free Morning	
12:30 - 14:00	Lunch at Wall Street Hotel	
14:00 - 17:00	Lecture 5 - Digital Transformation: Key Brazilian Cases - Prof Leandro Guissoni	3
15:30 - 15:45	Coffee Break	
evening	Farewell Dinner	
<b>Friday, October 18</b>		
10:00	Coffee Break	
10:00 - 12:00	Students Presentations and Lessons Learned (Prof. Benjamin Rosenthal)	2
12:00 - 13:00	Wrap Up	1
		<b>27</b>

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

## Faculty Biographies

### Lecture 1: Brazil is back to the Global Game



**Professor: Guilherme S. P. Casarões**  
**PhD in Political Science from Universidade de São Paulo / USP**

Guilherme Casarões holds a Ph.D. and an M.A. in Political Science from Universidade de São Paulo and an M.A. in International Relations from Universidade de Campinas (Programa San Tiago Dantas). He also has a postgraduate diploma in History and Political Cultures from Universidade Federal de Minas Gerais. He is the co-author of a handbook on the United Nations titled “A Organização das Nações Unidas” (2006) and the author of many peer-reviewed articles and book chapters on Brazilian Foreign Policy, Middle Eastern Affairs, and Multilateralism. Among his recent works are “Itamaraty’s Mission” (Cairo Review of Global Affairs, 2014), “Itamaraty on the Move” (Bulletin of Latin American Research, 2013), “Brazil, East Asia, and the Shaping of World Politics” (Perceptions, 2013),

### Lecture 2: Entrepreneurship in Brazil



**Professor: Gilberto Sarfati**  
**Pós-Doutorado in Business Administration - FGV/EAESP - 2011**

Gilberto Sarfati is an economist, has a Master degree in international relations with specialization in diplomacy from The Hebrew University of Jerusalem (Israel) and a Doctor degree in International Relations from DCP-FFLCH/USP. He is also post-graduated in Corporate Strategy from FGV-EAESP. Professor Sarfati is the author of Teorias de Relações Internacionais (Saraiva, 2005), Manual de Diplomacia Corporativa (Atlas, 2007) and O Terceiro Xadrez (Edusp, 2009). At present he teaches in the Business Administration undergraduate program and in the Professional Master in International Management at FGV-EAESP. His professional experience was as a VP at Webster Bank in Brazil, Venture capital manager at Netjuice, Country Manager at egurlink, Director of New Businesses at Nexxy Capital Venture. <http://www.sarfati.com.br>

### Lecture 3: Consumption Markets in Brazil



**Professor: Benjamin Rosenthal**

**Doctor in Business Administration - FGV-EAESP**

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.

### Lecture 4: 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 5 - Brazil Digital Businesses Market



**Professor: Leandro A Guissoni**  
**Doctorate in Business Administration from FEA /**  
**Universidade de São Paulo / USP**

Full-Time Professor at the Marketing Department of FGV-EAESP in graduation, specialization and post-graduation courses stricto sensu since 2013. International assistant professor at Darden School of Business, University of Virginia since 2015. Visiting scholar in the field of marketing at Harvard Business School in 2018. Doctor and Master in Business Administration from FEA USP, with a sandwich scholarship (CAPES) at the Darden School of Business (USA). Complementary training in Administration from the University of California/USA. Graduated in Accounting Sciences from the University of São Paulo (USP).