

## Course Information – Content and Evaluation

Course:

**EAC 0522 International Management: Doing Business in Brazil**

(Gestão Internacional e Negócios no Brasil)

Prof. Dr. Edson Luiz Riccio

Normal Credits:

USP = 3 (ECTS = 7,5 )

Objectives:

This discipline is delivered in English language. This discipline intends to develop the understanding of the Brazilian Business scenario, structure, rules and culture as well as on how to make business in Brazil using a comparative and cross cultural approach.

Justification for this Discipline:

Living and working in a globalized society requires that every student be aware of the main issues taking place in the international business scenario and the world economy today. As part of the BRICS countries (Brazil, Russia, India, China and South Africa), Brazil is an important player in the Latin and world economy and politics. Discussing, searching and studying Brazil brings to the student a useful perception of the world's diversity in global business management.

Course Content Outline:

This course studies international management focusing on the role of the executive/managers directing and dealing with the challenges of applying effective management principles in a global environment. It is assumed that the student already understand the world economic scenario and its main characteristics. Main topics are:

- . International Management Topics: Environment, Operations and Control and Human aspects
- . Cross cultural Management: Brazilian Business & Management Style.
- . Social/ Economic view of Latin America and Brazil
- . Import/ Export activities in Brazil
- . Transnational/Multinational companies in Brazil
- . How to open a business in Brazil: Legal/Cultural/Business aspects.
- . Visits are also planned depending on companies' availability.

Methodology

Lectures (material from text will be covered in class. Student should read carefully ALL assignments), case discussion, students' presentation and discussions, paper development).

Bibliography/Webography: Available in the Course Webpage in Erudito System.

Final Evaluation \*

Final evaluation will be expressed by a value between zero to ten (0 to 10). It will be the sum of : 40% (quality of the final paper and its delivery on time, via Erudito); 30% (exam in test format); 30% (Participation in class discussions, exercises, visits), with a minimum attendance of 70% . To pass a course, student must have a minimum mark of 5 (five) and minimum of attendance of 70%.

Mandatory Paper:

Each student must develop, individually, a paper to be delivered according to class plan, with the following content: 10 pages minimum length, in English, discussing any of the subjects presented in the course. The paper must focus in developing a comparative analysis between your country or region

and Brazil (more details to be explained later). A list of subjects of past papers is put available in Erudito System as to help students to choose their subjects.

The paper must be developed according to the “paper structure and methodology” instructions and in accordance to the Time Sequence for the Paper Development.

It is extremely important that you get familiar with ERUDITO system, where you will be downloading texts, submitting assignments and follow your activities control.

Student Code of Academic Integrity – All students must adhere to a standard of academic conduct determined by USP regarding: not taking someone else’s work as your own; not cheating; being honest in academic endeavors; not putting false signature to the attendance list.

The signature in the attendance list should be equal to the student’s passport.

By incurring in one or more of the above problems, it may result in loss of the course credit and expulsion of the student from the university.

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