



FEA-RP Summer School 2018

Welcome!

On the behalf of our Dean – Professor PhD **Dante P. Martinelli** – and the International Office, we would like to welcome you to our Campus!

FEA-RP is the **School of Business, Economics and Accounting at Ribeirão Preto**, from the **University of São Paulo** – USP, the best University in Latin America.

We are located in **Ribeirão Preto**, a city in the state of São Paulo, Brazil. It is nicknamed “Brazilian California”, because of its combination of an economy based on **agribusiness** with high technology, wealth and sunny weather all over the year. With more than 600,000 inhabitants, Ribeirão Preto is the eighth largest municipality in the state.



Ribeirão Preto - Panoramic View

Program Overview

The **Brazilian Business & Culture** is an intensive Summer Program focused on the Brazilian Economy, Culture and Agribusiness. Currently on its fifth edition.

The subjects are taught entirely in English including a **Portuguese Language Course**.



Besides the subjects above, technical visits to Brazilian companies will take place during the Program.

The Program Schedule can be found in the next pages of this Guide.

Getting to know Brazil

In order to provide an even better approach to the Brazilian culture, we believe it is important to get to know some of Brazil's most important cities.

The subject "*Understanding and Exploring Brazil*" is structured in Lectures and **City Visits**, which are trips organized to important cities, with cultural and institutional visits to relevant sites of the cities.

In the next pages, you can find some information about the cities you are about to visit within the next weeks!



São Paulo

The largest city in Brazil is home of the much admired Ibirapuera Park, Paulista Avenue with all its excitement, and imposing cathedral, gorgeous theaters and great museums. With its constant and effusive energy, everything happens at the same time. There is always plenty of new attractions, such as recent theaters inaugurated in 2014 (**J. Safra** in Barra Funda, and **NET São Paulo** in Vila Olímpia Mall).

There are also attractions that do not charge at all: shopping is still fun – and cheap – in 25 de Março Street, Liberdade and Bom Retiro neighborhoods, exclusive malls keep bringing international flagship stores to Brazil, excellent restaurants are always improving and areas as Vila Madalena have a famous nightlife. São Paulo changes every day – but it does not



disappoint those who expect it to be the same.

Museu de Arte Moderna de São Paulo- MASP (São Paulo's Museum of Modern Art) – Avenida Paulista, São Paulo – Brazil.

Brotas

Brotas is a Brazilian municipality located in the state of São Paulo. The town is known locally for its coffee, on which its economy relies. Despite its coffee-oriented historical economic development, the city is known internationally for its specialization in adventure tourism, hosting the practice of several adventurous sports such as rafting and canoeing, taking advantage of the Jacaré Pepira River. Also, the region features an elevated number of landforms of great interest for tourists.



The most famous activity in the city of Brotas

Cooperativa Cooxupé



With more than 85 years of history, Cooxupé (Regional Cooperative of Coffee Growers in Guaxupé Ltda) started its activities in 1932, with the founding of an Agricultural Credit Cooperative, transformed in 1957 into Cooperative of Coffee Growers. The change took place thanks to the sensitivity of the first members to regional needs. In that year, the organization started to have coffee production as its main product. Soon after, in 1959, the cooperative was already exporting its coffee for the first time.

Fazenda da Toca

Fazenda da Toca is a sustainability model for Brazil and for the world. Inspired by nature, Toca invests in large-scale agroforestry systems research and the property is also a place dedicated to the production of organic food, climate and the ecosystem around it.



Programming at Fazenda da Toca

9:00 AM - Breakfast – Restaurant

10:00 - Introduction - Cultural Center

10:30 - Pomares "Guanabara" – bus

11:40 - Retirement - bus

13:00 - Lunch - Restaurant

14:00 - Biodiversity – bus

15:30 - Snack / Wrap-up session - Restaurant - Cultural Center

We have some important information about the visit, to everyone:

- There is a standard procedure at the entrance of the Farm, the gate will request identity document (RG or passport) from all.

- Come in with comfortable clothes, bring a hat, sunscreen, and a little water bottle.

It will be a very enjoyable day with lots of learning!

CRV-Lagoa



CRV Lagoa is part of the CRV group, a cooperative formed by more than 28 thousand Dutch and Belgian farmers, with more than 140 years of history dedicated to the genetic improvement of herds.

Headquartered in the Netherlands, CRV markets more than 11 million doses of semen around the world.

It has about 2000 employees and is present

with its own offices and offices in Australia, South Africa, Germany, Belgium, Brazil, Spain, the United States, the Netherlands, the United Kingdom, Luxembourg, New Zealand and the Czech Republic, as well as representatives distributed in approximately 60 countries

Usina da Pedra

Pedra Agroindustrial is an agribusiness company operating since 1931 to build a scenario of economic, social, and environmental development to improve people's lives.

Its commitment is for the continuous development of quality standards in all production processes so that the result of the work performed, in addition to technical and productivity gains, minimizes environmental impacts and adds value to the communities where it operates.

Its main activity is the production of alcohol, sugar, and electric energy from sugarcane. It has three producing units, all located in the State of São Paulo: Usina da Pedra, in Serrana; Usina Buriti, in Buritizal; and Usina Ipê, in Nova Independência.

A member of Copersucar, an organization which gathers a group of sugar and alcohol companies, the Pedra Agroindustrial Group preserves its production autonomy while participating in an organization which operates throughout the sugar and bioenergy business chain.



General Instructions

- You can bring your own notebook to use in classes
- Bring money for food and other expenses
- For classes wear comfortable clothing
- Due the possible changes in temperature, we recommend that you bring some clothes for cold
- To our trip in Brotas: take your own backpack, sunscreen, repellent and wear sport shorts or pants, and also some swimsuits.

Company Visits: During the Program, we will have technical visits to some local companies. Therefore, the following instructions must be strictly followed by all participants. The instructions bellow value the safety of all participants and are requested by the companies to allow each student to enter in their facilities.

- Have in hands your Passport, for identification purposes;
- Wear closed and comfortable shoes, but **are not allowed:** trainers, skirt, sleeveless shirts, shorts, high heels, flip flops or sandals;
- Do not wear jewelry;
- Wear appropriate clothing, like pants (do not wear skirts, cropped shirts, shorts nor dresses);
- Cigarettes, Matches and Lighters are not allowed;
- Do not touch the equipment/machines;
- Photos and Videos can only be done with prior permit of the company;
- Wear the individual protection equipment provided in the beginning of the visit.

Schedule

First Week – 31st – August 3th

		30/07/2018	31/07/2018	01/08/2018	02/08/2018	03/08/2018	
		Monday	Tuesday	Wednesday	Thursday	Friday	
ROOM	TIME						
Room 08- B1	08h00 - 09h00	<i>ARRIVAL DAY</i>	08h30 - Opening Ceremony Presentation 09:30 - Coffee Break	Brazilian Economy - Prof. Luciano Nakabashi	Brazilian Economy - Prof. Luciano Nakabashi	Portuguese - Profa. Daniela Silva	
	09h00 - 10h00	-					
	10h00 - 11h30	-	Portuguese - Profa. Daniela Silva	Portuguese - Profa. Daniela Silva	Portuguese - Profa. Daniela Silva	Doing Business in Brazil- Prof Luciano Thomé - Until 12h00	
	11h30 - 13h00	-	Lunch	Lunch	Lunch	Lunch	
	13h00 - 14h00	-					
	14h00 - 15h00	-		Campus Tour	Project - Prof Dirceu Tornavoi	Company Visit - CRV Lagoa - Departure 13:30	Project - Prof Dirceu Tornavoi

Second Week – August 6th – 12th

		06/08/2018	07/08/2018	08/08/2018	09/08/2018	10/08/2018	11 & 12/08/2018
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
ROOM	TIME						
Room 08-B1	08h00 - 09h00	Brazilian Accounting - Profa. Solange Reis	Brazilian Accounting - Profa. Solange Reis	Understanding and Exploring Brazil Visit COOXUPÉ - MG Profa. Lara Liboni Departure 7:00	Agribusiness - Prof. Mairun Junqueira	Visit - Fazenda da Toca - Prof. Dirceu Tornavoi - Departure 7:00	BROTAS - Saturday & Sunday - Prof. Dirceu Tornavoi - Departure 17:00 from Fazenda da Toca on Friday
	09h00 - 10h00	Brazilian Accounting - Prof. André Aquino	Portuguese - Profa. Daniela Silva		Portuguese - Profa. Daniela Silva		
	10h00 - 11h30						
	11h30 - 13h00	Lunch	Lunch		Lunch		
	13h00 - 14h00	Project - Prof. Dirceu Tornavoi	Company Visit - Usina da Pedra - Departure 13:30		Project - Prof. Dirceu Tornavoi		
	14h00 - 15h00						

Third Week – August 13th – 17th

		13/08/2018	14/08/2018	15/08/2018	16/08/2018	17/08/2018
		Monday	Tuesday	Wednesday	Thursday	Friday
ROOM	TIME					
Room 08-B1	08h00 - 09h00	Agribusiness - Prof. Mairun Junqueira	Agribusiness - Prof. Mairun Junqueira	Portuguese - Profa. Daniela Silva	Cultural Visit SÃO PAULO City - Deaprture 6:00 - Prof. Dirceu Tornavoi	Cultural Visit SÃO PAULO City & Departure to Airport - Prof. Dirceu Tornavoi
	09h00 - 10h00		Portuguese - Profa. Daniela Silva	Brazilian Culture - Prof Dirceu Tornavoi		
	10h00 - 11h30		Lunch	Lunch		
	11h30 - 13h00	Project - Prof. Dirceu Tornavoi	Project - Prof. Dirceu Tornavoi	Project - Prof. Dirceu Tornavoi		
	13h00 - 14h00					
	14h00 - 15h00					

Brazilian Economy (4 hours)

Professor Luciano Nakabashi, PhD

Professor Luciano holds a B.A in Economics at Universidade Estadual de Campinas, M.A. in Development Economics at Universidade Federal do Paraná and PhD in Economics at Universidade Federal de Minas Gerais. He was a Visiting PhD student at the University of Texas at Austin from 2004 to 2005 and a Visiting Researcher at the University of Illinois (Champaign-Urbana) from 2016 to 2017. He has experience in Economic Growth, Economic Development and the Brazilian Economy.



Course Description

The course content is divided in nine modules. The first makes a brief course presentation. The second comprehends demography aspects and transition. Third and fourth address to the human capital, education and health specifically. On the fifth module, it will be study the recent economic growth and the fiscal policy. On sixth, one will study how this growth has been distributed. Seventh comprehends the unemployment of factors study and, the eighth the recent price development and national monetary policy. The ninth it will be studied the role of agriculture for economic growth.

Course Objectives

The aim of this course is to provide an overview of the Brazilian socioeconomic aspects and the Government's role in the national development process. Furthermore, the aim is to place the Brazilian economy on a global perspective.

At the end of the course, it is expected a critical sense refinement for the examination of the national socioeconomic questions. It is also expected the development of a greater capacity to absorb and make useful the economic information daily disclosed by the media, on your professional activities.

Reading and Texts

GREMAUD, A.P., VASCONCELLOS, M.A.S e TONETO Jr., R. (2002) **Economia Brasileira Contemporânea**. 4ª Ed. São Paulo: Atlas.

GIAMBIAGI, F., VILLELA, A., CASTRO, L.B. e HERMANN, J. (2005). **Economia Brasileira Contemporânea**. 6ª reimp. Rio de Janeiro: Elsevier.

BAER, W.. (2004) **Economia Brasileira**. São Paulo: Nobel.

BARROS, O. GIAMBIAGI, F. (2009) **Brasil Pós Crise: agenda para a próxima década**. Rio de Janeiro: Elsevier.

GARCIA, M. ET alli (org) (2010) **Risco e Regulação: Porque o Brasil enfrentou bem a crise e como ela afetou a economia mundial?**. Rio de Janeiro: Campus.

IPEA (2008) **Retrato das Desigualdades**. Brasília, IPEA.

Class Schedule

- Presentation and Demography aspects & Transition
- Human Capital, Education & Health
- Recent Economic Growth & Fiscal Policy and Growth Distribution
- Unemployment of Factors, Price Development & National Monetary Policy and the Role of Agriculture for Economic Growth.

Understanding and Exploring Brazil (44 hours) – Prof. Passador &

Profa. Lara

Professor João Luiz Passador, PhD

Prof. Passador is an Associate Professor at FEA-RP and Director of International Relations Committee. He holds a bachelor's degree in Business Administration from Fundação Getúlio Vargas (1988), specialization from Università Commerciale Luigi Bocconi, Italy (1990), Law Degree from the University of São Paulo Law School (1992), a Masters Degree in Public Administration from Fundação Getúlio Vargas (1993); A doctorate in Business Administration from Fundação Getúlio Vargas (2000). He is currently associate professor in the Administration Department; teaches in both undergraduate and graduate programs of Business Administration and in the Graduate Program of Ribeirão Preto Medicine School of USP. He acts as coordinator of the Center for Studies in Management and Contemporary Public Policies - GPublic, with emphasis on research on cooperation and management of organizational networks, public policies for the development and formal education of managers. Prof. Passador is evaluator of undergraduate courses of the Brazil Ministry of Education and evaluator of CAPES. He's also a Researcher at the National Observatory of Education (INEP / MEC / CAPES).



Professor Lara Bartocci Liboni, PhD

Associate Professor of the Department of Administration, FEARP / USP. Graduated in Business Administration from FEARP / USP (2002), Master (2005) and Doctor-Phd (2009) in Administration by FEA (Faculty of Economics, Administration and Accounting, University of São Paulo). Postdoctoral degree from UNESP (FEB-Bauru). Full professor by FEARP/USP. Research lines developed: sustainability; green supply chain; dynamic capabilities and systemic vision. Participation in research projects: Golden for Sustainability (Brazilian Chapter) hosted by



Universidade Bocconi, GES (FEARP / USP Sustainability Study Group), ISSS (Brazilian Chapter) - International Society for the System Sciences at FEARP-USP, NEB (Nucleus of Economy of Low Carbon of USP), Inint (Group of research in Internationalization in FEARP). She was a university professor in management graduation at UniFACEF (Franca) and a Lato Sensu Postgraduate Professor at FAAP - Armando Álvares Penteado Foundation in Ribeirão Preto. He is a thinker of congresses and periodicals; and supervisor of undergraduate, master and doctoral studies.

Course Description

The course is divided between a theoretical and practical approach. The former is structured in two Lectures, which will be given by relevant names in their own areas, covering highlights and contemporary Brazilian themes and also in the relevant information provided for the cultural visits. As the practical approach, it will be provided by visits to Brazilian important cities, including city tours to cultural centers as well as important historical and institutional sites.

Course Objectives

The main goal of this course is to provide a deeper approach between the international students and the country. By bringing contemporary highlight lecture themes, we expect the student to feel more familiar with the current topics present in Brazilian citizens' lives.

On the other hands, by visiting the most important cities regarding Brazilian Economy and Politics, we intend to provide a deep immersion in the characteristics of the country and in the functioning of our main national institutions, as well as to allow the students to feel the Brazilian daily life, it's culture and behavior.

About São Paulo

<http://www.timeout.com.br/sao-paulo/en>

Brazilian Culture (2 hours)

Professor Dirceu Tornavoi de Carvalho, PhD

Dirceu Tornavoi de Carvalho is a marketing professor at the Faculty of Business Administration, Economics and Accountancy of Ribeirao Preto at the University of Sao Paulo. He is graduated in Mechanical Engineer by University of Campinas – UNICAMP, has a Master (MSc) and PhD in Marketing and Business Administration by the School of Economics and Business Administration, University of São Paulo (FEA-USP) and has a Post Graduate Program in Electronic Commerce and Marketing at Owen Graduate School of Management, Vanderbilt University, USA. He was a Visiting scholar at Owen Management School, Vanderbilt University, Nashville, TN, USA, in 1998-1999, also was a Visiting professor at Inholland University, the Netherlands, in 2003, and has academic and consultancy projects done in the USA and Argentina. His research interests are consumer behavior, branding, marketing strategy and International Business



Course Description

Brazil has been under international business community's focus for some years. Leader of the BRIC's (an acronym coined in 2001 by Jim O'Neill, president of Goldman Sachs Asset Management referring to emerging economies), Brazil presents a wide range of opportunities for investment and career building. This course is an overview of relevant aspects of doing business in the country, covering some specific sectors and cultural paramounts for such endeavor.

Course Objectives

Introduce foreign students to some Brazilian cultural traits both in day-to-day and business scenarios. Present an overview of natural and cultural diversity found in the five regions by which Brazil is divided. Discuss specificities on doing business in selected sectors like real estate and creative economy. Present some marketing strategies that are common in Brazil but not so much in other parts of the world.

Topics:

- Brazil: Facts and figures
- Ribeirão Preto: Facts and figures
- USP : Facts and figures
- Brazilian habits and body language
- Marketing in Brazil:
 - ✓ Door to door sales
 - ✓ Cosmetics industry case
 - ✓ Payment in installments
- The Real Estate industry in Brazil – Facts, figures, opportunities and trends
- The Creative Economy in Brazil – Facts, figures, opportunities and trends

Reading and Texts

1) AMCHAM Brazil, **Brazil Highlights**, online publication, 2013.

2) AMCHAM Brazil & Centro Universitário Belas Artes de São Paulo, **How to understand Creative Economy in Brazil**, online publication, 2014/2015.

3) AMCHAM Brazil & Colliers International Brazil, **How to understand Real Estate Market Economy in Brazil**, online publication, 2014/2015.

Class Schedule

Class 1

Reading # 1 is highly recommended

Class 2

Readings # 2 & 3 are recommended.

Agribusiness (6 hours)

Professor Mairun Junqueira Alves Pinto, MSc

Mairun has a bachelor's degree in International Relations at Universidade Estadual Paulista Júlio de Mesquita Filho – UNESP (2008) and master's degree in Business Administration by the Universidade de São Paulo – USP (2011). Has experience in Political Science, acting on the following subjects: Sugar Cane, ethanol, sugar and energy sector, the cotton chain and production chain.



Course Objectives

The goal is to show students the universe of food fiber and biofuel production in the country, presenting them the main concepts related to food chains, marketing, and integrated management strategy. The final objective is to help to capacitate students who wish to work in this business, which is of major importance in Brazil and worldwide.

Topics

- The importance of agribusiness in Brazil
- Food inflation and strategies to address it
- Sustainability: production and consumption
- Trends in agribusiness: 2020 topics
- World meat market
- Management of food chains
- Brazil – China food bridge
- Integrated Projects for Sustainable development (PINS)
- Strategies of the food industry
- Innovation and value capturing in agribusiness
- Consumer behavior

- Strategies for food distribution
- Trend in food production

Reading and Texts

NEVES, M.F. (Coord.). **Agronegócios e Desenvolvimento Sustentável**. Atlas, 2007.

NEVES, M. F.; ZYLBERSZTAJN, D.; NEVES, E. M. **Agronegócio do Brasil**. São Paulo: Saraiva, 2005.

NEVES, M.F. **Planejamento e Gestão Estratégica de Sistemas Produtivos Visando Competitividade: O Método GESis**. Revista de Administração da Universidade de São Paulo., São Paulo, v.43, n.4, p.331-343, out./nov./dez. 2008.

NEVES, M.F. **Planejamento e Gestão Estratégica de Marketing**. São Paulo: Atlas, 2005 Bibliografia

Class Schedule

- The importance of agribusiness in Brazil; Food inflation and strategies to address it; Sustainability: production and consumption; Trends in agribusiness: 2020 topics
- World meat market; Management of food chains; Brazil – China food bridge; Integrated Projects for Sustainable development (PINS)
- Strategies of the food industry; Innovation and value capturing in agribusiness; Consumer behavior; Strategies for food distribution; Trend in food production.

Brazilian Accounting (4 hours)

Professor Solange Garcia, PhD

Solange Garcia is Assistant Professor of Management Accounting and Corporate Social Responsibility at Department of Accounting in FEA-RP. She holds a B.S. in Mathematics at Universidade Estadual Júlio de Mesquita Filho (UNESP), São José do Rio Preto, SP; MSc in Mathematics at Universidade de Brasília (UnB); MBA in Financial Management at Faculdade Getúlio Vargas (FGV), Brasília and; PhD in Controlling and Accounting at Universidade de São Paulo (USP), São Paulo. She was a Visiting Researcher at Heriot-Watt University, Scotland, from 2015 to 2016. Her interest of research are on social and environmental performance metrics to management control systems; accountability through social-environmental reports and integrated reporting; stakeholder engagement; multi-criteria models for decision-making and; business education for sustainability.



Professor Andre Aquino, PhD

Andre Aquino is Associate Professor of Governmental Accounting at University of São Paulo, and is Visiting Researcher at the University of Birmingham/UK. Fom 2013 he is a fellow researcher at CNPq (Conselho Nacional de Desenvolvimento Científico e Tecnológico). His research interests are Public Sector Accounting, Accountability, Local Governments and Public Financial Management Reforms. He chairs the research group 'Public Sector Accounting & Governance in Brazil' (sites.usp.br/psag/). Editor-in-Chief of Revista de Contabilidade e Organizações (Journal of Accounting & Organizations), and editorial advisory board member of the Journal of Public Budgeting, Accounting and Financial Management. Recently published article: Aquino, André C. B.; Cardoso, Ricardo Lopes . Financial Resilience in Brazilian Municipalities. Public Policy and Governance. 1ed.: Emerald Publishing Limited, 2017, v. , p. 53-71.



Course Objectives

Subject: Integrated Reporting in Brazil

The course is delivered in two parts. In the first part, we present the concepts and principles of the international framework proposed by the International Integrated Reporting Committee (IIRC) for integrated reporting of the organizations and its theoretical aspects. An overview of the implementation of this accountability in Brazil is provided to students. In the second part, the students are invited to analyze and discuss, in a dynamic method, the integrated reporting of the Brazilian companies (as Natura&Co, a Brazilian cosmetics company which has a historical engagement in social and environmental issues).

Course Objectives:

By the end of this course, the students will:

- Understand the main concepts, principles, and content proposed for the companies' accountability by means integrated reports;
- Be able to analyze key elements in the integrated reports of companies across the world;
- Know business models of Brazilian companies and how they disclose the value creation in their integrated reports.

Websites:

CBARI <http://www.relatointegradobrasil.com.br>

IIRC <http://integratedreporting.org/>

IR Framework <http://integratedreporting.org/resource/international-ir-framework/>

Natura&Co

http://www.natura.com.br/sites/default/files/ra_natura_2016_1_ingl_0.pdf

Doing Business in Brazil (2 hours)

Professor Luciano Thomé e Castro, PhD

Luciano Thomé is a professor at FEARP/USP. He graduated in Business Administration at the University of Sao Paulo. He completed his Master of Science degree in Sales Management. Luciano holds a PhD degree also from the University of Sao Paulo. Luciano was a visitor scholar (2008) at Purdue University in USA, where he developed part of his thesis about industrial marketing channels (Crop Protection Markets). Visiting Researcher at the Department of Innovation, New Midia and Marketing at the University of Kiel, Germany. Undergraduate Internship at the Business Department of the University of Wageningen, the Netherlands.



Course Description

This course explores conflict transformation and negotiation across cultures. Building on an understanding of key cultural values and conflict styles, students will examine how we transcend these differences to work in a globalized context.

Course Objectives

By the end of this course, learners will:

- Understand key cultural values that have a direct bearing on negotiation;
- Understand their own conflict style and the implications of working with others who have different styles; and
- Be able to apply these concepts in negotiation across and within cultures.

Reading and Texts

Please take the Thomas-Kilmann Instrument to assess your conflict style. You can do this online at <http://www.kilmanniagnostics.com/catalog/thomas-kilmann-conflict-mode-instrument>. You will need to pay \$45 on the website.

Nisbett, R. E. (2004). *The Geography of Thought*. New York, NY: The Free Press (Chapter 1, "The Syllogism and the Tao," pp. 1-28)

Ungerleider, J. (2008). Conflict. In C. B. Halverson and S. A. Tirmizi (Eds.), *Effective multicultural teams* (pp. 211-238). New York, NY: Springer.

Websites. Please review the following websites:

- <http://iveybusinessjournal.com/publication/negotiating-the-top-ten-ways-that-culture-can-affect-your-negotiation/>
- <http://www.kwintessential.co.uk/cultural-services/articles/cross-cultural-negotiation.html>
- <http://www.beyondintractability.org/essay/culture-negotiation>

Project (28 hours)

Professor Dirceu Tornavoi de Carvalho, PhD

Dirceu Tornavoi de Carvalho is a marketing professor at the Faculty of Business Administration, Economics and Accountancy of Ribeirao Preto at the University of Sao Paulo. He is graduated in Mechanical Engineer by University of Campinas – UNICAMP, has a Master (MSc) and PhD in Marketing and Business Administration by the School of Economics and Business Administration, University of São Paulo (FEA-USP) and has a Post Graduate Program in Electronic Commerce and Marketing at Owen Graduate School of Management, Vanderbilt University, USA. He was a Visiting scholar at Owen Management School, Vanderbilt University, Nashville, TN, USA, in 1998-1999, also was a Visiting professor at Inholland University, the Netherlands, in 2003, and has academic and consultancy projects done in the USA and Argentina. His research interests are consumer behavior, branding, marketing strategy and International Business



Course Objectives

It seeks to promote a discussion about the content presented during the Program, including lectures and technical visits. The students must prepare a paper work or a blog to be presented to the other students, in order to present their opinions and points of view (using photos, videos etc.), under the perspective gathered and perceived during the period. The material shall be presented in the last day of the Program.

Reading and Texts

DEMO, P. **Pesquisa como processo educativo**. 3 ed. São Paulo: Cortez, 1992.

GIL, A. C. **Como elaborar projetos de pesquisa**. São Paulo: Atlas, 1991.

Portuguese Course for Foreigners (15 hours)

Teacher: Daniela Cristina da Silva

Daniela holds bachelor's degree in Language, with a specialization Linguistic Theories and Teaching, having as area of expertise teaching English as a second language for about 10 years. In FEA, she has been teaching Portuguese for Foreigners since 2014. In addition, she teaches English in public Schools and Portuguese in Private College.



Course Description

This Brazilian Portuguese course is designed for learners with little or no previous knowledge of Portuguese who want to study basic Brazilian Portuguese language skills for everyday use. It will enable the students to begin to communicate with Brazilian Portuguese speakers. Students will be introduced to basic structures and vocabulary in Brazilian Portuguese with a communicative approach so that they can use and understand everyday expressions and elementary functional tools for concrete needs. Language and culture are combined in grammar exercises to provide students with actual linguistic perception and effective communicative tools and strategies in an elementary level. Cultural issues are introduced to enable students to bridge the gap between culture and language usage. The course applies a task-based learning approach, thus providing students with broader communicative skills in a natural context for language use. All four skills (speaking, reading, listening and writing) are practiced.

Course Objectives

The main objective of the course is to provide the tools learners need to overcome linguistic barriers and to acquire Brazilian Portuguese communication skills and knowledge of Brazilian culture. By the end of the course, students will be able to:

- Understand and use language relating to areas of most immediate relevance.

- Talk about themselves, elicit basic information, describe everyday needs and experiences.
- Use cultural and linguistic tools to engage in simple problem solving.
- Communicate in routine tasks requiring a simple and direct exchange of information.
- Interact with their immediate environment with a low conflict level.
- Describe non-complex present and past events.

Contents

Communication: the use of Portuguese.

Students will learn how to:

Exchange basic greetings;

Discuss their university studies and life situations;

Explain their family structure, relatives and traditions;

Talk about their homes and hometowns;

Narrate their daily routine, including finding their way, telling the time and date, ordering a meal, etc.;

Discuss their leisure time and activities;

Talk about the weather;

Complete a purchase at a store or market;

Interact at parties and other fun events;

Talk about what they used to do;

Debate issues;

Express feelings and opinions and give recommendations;

Tell a story about a past event;

Understand very simple oral and written texts and ascertain specific information on simple topics.

Topics: Pronunciation, Grammar, Vocabulary

a) Greetings and introductions – how to provide and understand personal information; introducing someone by his / her nationality, occupation; age, address, place of work, etc.

b) Understanding and pronouncing the Portuguese alphabet

c) Personal Pronouns: eu (I), você (you), ele (he), ela (she), nós (we) eles (they)...

d) Possessive Pronouns: meu/minha (my, mine), seu/sua (his, her, hers)...

e) Demonstrative pronouns: este/esta/isto/aquilo (this that, these, those)...

f) Verbs: how to learn and use the most common verbs: ser/estar (to be), fazer (to do), pedir/perguntar (to ask), ir (to go), ter (to have)...

g) Contrasting Ser and Estar

h) Nouns; Gender: feminine/masculine - singular/plural

i) Describing people: adjectives

j) Articles

k) Numbers 0-1000.

l) Prepositions

m) Present Tense of Regular and Irregular Verbs

n) Structuring a sentence – how to form basic sentences

o) Days of the week, months

p) Arranging time and place

q) Talking about daily activities and situations: Transport, Telling and asking the time, Day-to-day activities, Invitations, In the restaurant, Talking about other people, Asking prices, Making plans and social activities, Asking for information, Talking about past activities

r) Immediate Future tense

s) Introduction to the Simple Past

Class Format

Each class is made up of oral, listening, reading and writing activities, with strong emphasis on developing oral communication skills through group, pair and individual work. Cultural elements are introduced by examining topics such as local traditions, literature and festivities.

* In order to allow a deeper cultural immersion and help the learner to develop a higher level of Brazilian Portuguese language fluency, and gain a critical appreciation of Brazilian life and society, during the course there will be a guided tour to a "feira" (local street market).

Methods Of Evaluation

Students will be evaluated in the four language areas (speaking, listening, reading, writing) through quizzes, written and oral tests, and class performance. Class performance refers to active participation in class, with both classmates and the professor. Communicative competence is also evaluated, i.e. students' actual ability to interact in Portuguese and to solve problems.

Reading and texts

Ponto de encontro. Portuguese as a world language. Clémence M. C. Jouët-Pastré et al. Pearson, 2013.

Muito Prazer. Fale o português do Brasil. Gláucia Roberta Rocha Fernandes; Telma de Lurdes São Bento Ferreira; Vera Lúcia Ramos. Barueri; Disal, 2008.

Supplementary material

Authentic texts from Brazilian newspapers and magazines;

Samples of audio and video;

Handouts

Bibliography

BIZON, Ana Cecilia. *Estação Brasil – Português para Estrangeiros*. Campinas, Átomo, 2005.

CELLI, Rosine. *Passagens – Português do Brasil para Estrangeiros*. Campinas, Pontes, 2002.

FONTAO, Elizabeth. *Fala Brasil Livro do Aluno – Português para Estrangeiros – 16ª ed.*, Campinas, Pontes, 2007.

GUERRERO, Sueli Behene de. *Viajando ao Brasil (I e II)*. Asunción, Ilpor, 2012.

LIMA, Emma Eberlein O. F. et al. *Falar... Ler... Escrever... Português – Aluno, Um Curso Para Estrangeiros – 2ª ed.* São Paulo, EPU, 2005.

MARCHANT, Mercedes. *Português para Estrangeiros – 29ª ed.* Porto Alegre, AGE Editora, 2011.

PONCE, Marcia Harumi Otuki de. *Como está o seu português?* São Paulo, Hub Editorial, 2014. (hubeditoial.com.br/comoestaoseuportugues)