



Brazilian
Business



Culture
Program



FEA-RP Summer School 2017

Welcome!

On the behalf of our Dean – Professor PhD **Dante P. Martinelli** – and the International Staff, 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.



1 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 second 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 previous editions we have had City Visits to **São Paulo** and **Brasília**.

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.

Brasília

From the heights of **Torre de Televisão** (*Television Tower*), the tallest metallic structure in Latin America, everyone can see the city's main arteries- Plano Piloto and Eixo Monumental – and marvel at some of the buildings created by famed architect Oscar Niemeyer: **Praça dos Três Poderes** (*Square of the Three Powers*), **Congresso Nacional** (*National Congress* – home of the Brazilian Senate and Congress), and **Palácio do Planalto** (the office of the Presidency). Niemeyer's characteristic curvaceous lines can also be seen in **Catedral Metropolitana** (*Metropolitan Cathedral*), the church that is the landmark of Brazilian modern architecture.



National Congress, Brasília, Federal District – Brazil.

Company Visits

General Instructions:

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 below value the safety of all participants and are requested by the companies to allow each student to enter in their facilities.

Items:

- Have in hands your Passport, for identification purposes;
- Wear closed and comfortable shoes;
- 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

		19/06/2017	20/06/2017	21/06/2017	22/06/2017	23/06/2017
		Monday	Tuesday	Wednesday	Thursday	Friday
ROOM	TIME					
Room 22- B1	08h00 - 09h00	<i>ARRIVAL DAY</i>	Opening Ceremony	Brazilian Economy	Brazilian Economy	Agribusiness
	09h00 - 10h00		Presentation	Brazilian Economy	Brazilian Economy	Agribusiness
	10h00 - 11h30		Portuguese	Portuguese	Portuguese	Portuguese
	11h30 - 13h00		Lunch	Lunch	Lunch	Lunch
	13h00 - 14h00			Project (Room 19/B1)	Visit - Usina da Pedra	Project
	14h00 - 15h00			Project (Room 19/B1)	Visit - Usina da Pedra	Project

Second Week

		26/06/2017	27/06/2017	28/06/2017	29/06/2017	30/06/2017 to 02/07/2017
		Monday	Tuesday	Wednesday	Thursday	Friday to Sunday
ROOM	TIME					
Room 22- B1	08h00 - 09h00	Agribusiness	Agribusiness	Understanding and Exploring Brazil - Visit Cooxupé (7h-18h)	Doing Business in Brazil	BRASÍLIA
	09h00 - 10h00	Agribusiness	Agribusiness		Doing Business in Brazil	
	10h00 - 11h30	Portuguese	Portuguese		Portuguese	
	11h30 - 13h00	Lunch	Lunch		Lunch	
	13h00 - 14h00	Project (Room 19/B1)	Visit - Ourofino		Project (Room 9/B1)	
	14h00 - 15h00	Project (Room 19/B1)	Visit - Ourofino		Project (Room 9/B1)	

Third Week

		03/07/2017	04/07/2017	05/07/2017	06/07/2017	07/07/2017	
		Monday	Tuesday	Wednesday	Thursday	Friday	
ROOM	TIME						
Room 22- B1	08h00 - 09h00	Brazilian Tax	Brazilian Tax	Brazilian Culture	SÃO PAULO		
	09h00 - 10h00	Brazilian Tax	Brazilian Tax	Brazilian Culture			
	10h00 - 11h30	Portuguese	Portuguese	Portuguese			
	11h30 - 13h00	Lunch	Lunch	Lunch			
	13h00 - 14h00	Project (Room 19/B1)	Project (Room 19/B1)	Project (Room 19/B1)			
	14h00 - 15h00	Project (Room 19/B1)	Project (Room 19/B1)	Project (Room 19/B1)			

Syllabus

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)

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).



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>

About Brasilia

<http://www.brasiliabrazil.info>

Class Schedule

Course presentation

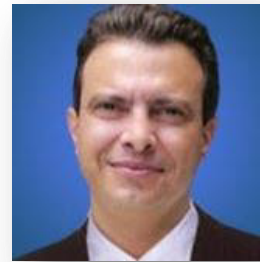
Visits to Brasilia

Visits to São Paulo

Brazilian Culture (2 hours)

Professor PhD Dirceu Tornavoi de Carvalho

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 Tax System (4 hours)

Professor Amaury Rezende, PhD

Prof. Rezende, Professor of Tax Accounting at FEA-RP/USP, graduated in Accounting from the Federal University of Mato Grosso do Sul (1999), obtained a Master in Controllership and Accounting from the University of São Paulo (2004) and PhD in Controllership and Accounting also from the University of São Paulo (2009). His Postdoctoral was obtained at Justus Liebig - University Giessen-Germany (2010). He is former Editor-in-Chief of the Journal of Accounting and Organizations (2007 to 2014). Nowadays he is Coordinator of the Nucleus of Studies in Controllership and Tax Accounting (CNPQ). Prof. Rezende is Author of books of tax accounting (2010) and Accounting of the Third Sector (2012), both by Ed. Atlas. Also he coordinates MBA program on Tax Management. He has experience in the area of Accounting Sciences, working mainly in the following subjects: tax accounting, controller and tax management, and finance and public accounting.



Course Objectives

The main objective is to introduce students to the tax environment and their obligations in Brazil, focusing on legal, economic, tax and accounting aspects that can impact the operations carried out by individuals and companies. Thus, at the end of the course, the student will have an overview of the Brazilian tax legal structure, as well as basic fundamentals of how the Brazilian tax and tax system work.

Topics

1. Brazilian Tax System
 - a. Principles of the Tax System
 - b. Competences and characteristics of the tax system: taxable event, tax hypothesis, tax liability, taxable and active taxpayer, tax credit, calculation basis and tax rates.

2. Economic and fiscal aspects of the tax system
 - a. Property taxes
 - b. Taxes and public services
 - c. Taxes on profit and income
 - d. Taxes on investments and financing
 - e. Taxes on production and consumption
 - f. Taxes on labor

3. Accounting Standards and Tax Obligations

4. Crimes against the tax order

Reading and Texts

SABBAG, E. **Manual de direito tributário**. São Paulo, Saraiva, 2009.

PEGAS, P. H., **Manual de Contabilidade Tributária**, Edição: 8ª, Editora: Maria Augusta Delgado, 2015

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.kilmanndiagnostics.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 PhD Dirceu Tornavoi de Carvalho

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.

Class Schedule

Course Introduction

Visit to COOXUPÉ – Coffee Cooperative

Campus Tour + Cultural Visit to Dom Pedro II Theater

Class

Project Preparation Class

Project Draft (students are request to work on their projects)

Company Visit – Ourofino

Project Draft (students are request to work on their projects)

Project Preparation Class

Company Visit – Usina da Pedra

Project Presentation

Portuguese Course for Foreigners (15 hours)

Teacher: Julita de Lima Ferreira

Julita holds a BA in Language and Literature, with a specialization in interpreting, having as area of expertise teaching English and Portuguese as a second language. She has been working in the education field for about 20 years. Privately, she teaches English for specific purposes such as traveling, business and exam preparation courses. In addition, she also has MBA in Executive Secretary, working in this area currently.



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 – 16^ª 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 – 2^ª ed.* São Paulo, EPU, 2005.

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

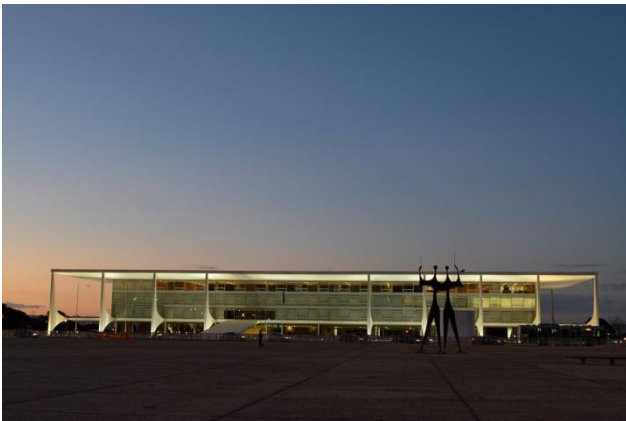
PONCE, Marcia Harumi Otuki de. *Como está o seu português?* São Paulo, Hub Editorial, 2014. (hubeditoial.com.br/comoestaoseuportugues)

June 30 – July 2: Cultural Visit to Brasília



June 30 | Friday

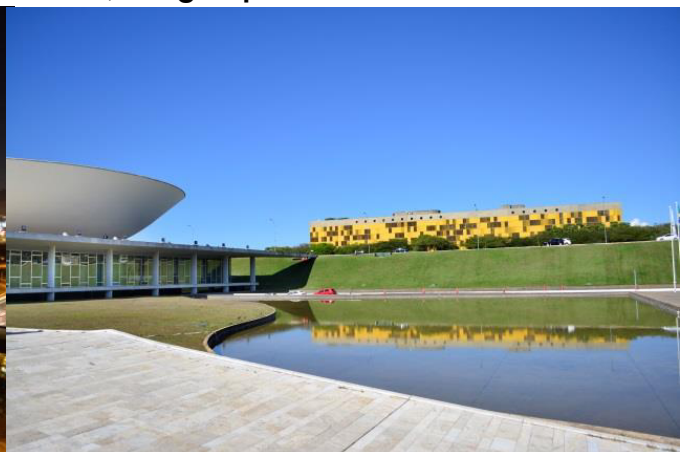
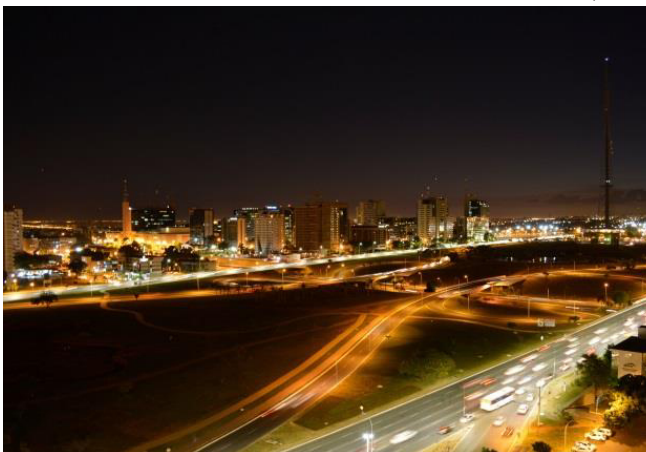
05:30 leave the campus by taxi/uber
06:00 airport check-in
06:30 flight to Brasilia
08:30 arrival in Brasilia
09:00 breakfast at beakery
10:00 visit 1 Banco Central (Brazil's Central Bank)
12:00 lunch
14:00 visit 2 and 3 Cathedral and National Museum
16:00 hotel check-in
16:30 night free





July 1	Saturday
08:00	breakfast at the hotel
09:00	bus leaves hotel
09:30	visit 4 Mané Garrincha Soccer Stadium
11:00	visit 5 JK Memorial (5 reais for students)
12:30	lunch at Mangai restaurant
15:00	visit 6 Pontão do Lago Sul (Park at lake)
17:00	night free
July 2	Sunday
08:00	breakfast at the hotel
08:00	morning free
11:00	hotel check-out
11:15	bus leaves hotel
11:30	visit 7 Feira (Craft Fair)
12:00	lunch at Feira
13:00	visit 8 TV Tower
14:00	visit 9 Itamaraty Palace
15:00	visit 10 Congresso (Congress houses)
16:00	visit 11 Praça dos 3 Poderes (3 Powers Square)
18:00	Leave to the airport
19:00	Airport checkin
21:30	Arrives in Ribeirão Preto

Remember to wear comfortable clothes, sunscreen; bring caps and water



July 6 and 7: Cultural Visit to São Paulo



July 6	Thursday
06:00	leave the campus by coach
08:00	15min stop on the way
10:00	arrival in São Paulo
10:30	visit 1 Cathedral da Sé, São Paulo Ground Zero, Pátio do Colégio
12:00	lunch (suggestion: Nova Opção, Rua 3 de Dezembro, 50)
13:30	visit 2 Largo de São Bento, Feira Viaduto Santa Ifigênia, Vale do Anhangabaú
15:00	visit 3 Rua 25 de março
16:00	visit 4 Mercado
17:00	check-in at hotel
July 7	Friday
08:00	breakfast at the hotel
09:00	bus leaves hotel
10:00	visit 5 Soccer Museum
12:00	Lunch
14:00	visit 6, 7 and 8 Ibirapuera Park, MAM and MAC
17:00	leave students at the airport (CGH) and Farewell

Remember to wear comfortable clothes, sunscreen; bring caps and water