

**DBB Director:** Professor Isabela B. Curado  
**Academic Coordinator** Prof Isabela B. Curado e Jose H. Bortolucci

V02 16/04/2019

| <b>PROGRAM</b>  |  | <b>Classroom nº</b> |
|---|--|---------------------|
| <b>Monday, May 13</b>                                 |  | <b>51</b>           |
| 9:00 - 9:30   | Program Opening  |                     |
| 9:30 - 12:30  | Lecture 1 : Introduction to Brazil - Prof Isabela B. Curado                          | 3                   |
| 11:00 - 11:15   | Free time for Break  |                     |
| 12:30 - 14:00   | Lunch on your own  |                     |
| 14:00 - 18:00   | <b>City tour</b>   | <b>4</b>            |
| Evening   | Free Evening   |                     |
| <b>Tuesday, May 14</b>                                |  |                     |
| 07:30 - 12:00   | <b>Visit to Natura</b>   | <b>5</b>            |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 2: Brazilian Social and Political Dimensions - Prof Jose Henrique Bortolucci | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| Evening   | Free Evening   |                     |
| <b>Wednesday, May 15</b>                              |  |                     |
| 9:00 - 12:00  | Lecture 3: Brazilian Economy - Prof Alexandra S. de Faria Godoi                      | 3                   |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 4: Brazilian Capital Markets - Prof Lauro E. Gonzalez                        | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| Evening   | Free Evening   |                     |
| <b>Thursday, May 16</b>                               |  |                     |
| 09:00 - 12:00   | Lecture 5: Legal Aspects of Doing Business in Brazil - Prof Mariana Pargendler       | 3                   |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 6: Entrepreneurship - Prof Marcus Y. Salusse                                 | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| Evening   | Free Evening   |                     |
| <b>Friday, Saturday and Sunday, May 17, 18 and 19</b> |  |                     |
| <b>Monday, May 20</b>                                 |  |                     |
| 9:00 - 12:00  | Lecture 7: Informal Markets - Prof Rodrigo Lagreca                                   | 3                   |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 8: Brazilian Labour Market - Challenges Faced by HR - Prof Jorge O. Pires    | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| Evening   | Free Evening   |                     |
| <b>Tuesday, May 21</b>                                |  |                     |
| 9:00 - 12:00  | Lecture 9: Infrastructure Challenges - Prof Priscila L. de Souza Miguel              | <b>4</b>            |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 10: The Brazilian Consumer Market - Prof Benjamin Rosenthal                  | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| Evening   | Free Evening   |                     |
| <b>Wednesday, May 22</b>                              |  |                     |
| 9:00 - 12:00  | Lecture 11: Brazilian Firms in the Global Economy - Prof Jorge Carneiro              | 3                   |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 18:00   | <b>Visit to Inovabra Habitat</b>   | <b>4</b>            |
| Evening   | Free Evening   |                     |
| <b>Thursday, May 23</b>                               |  |                     |
| 9:00 - 12:00  | <b>Free time for Final Presentation prep</b>   | 3                   |
| 10:30 - 10:45   | Free time for Break  |                     |
| 12:00 - 14:00   | Lunch on your own  |                     |
| 14:00 - 17:00   | Lecture 12: Ethics and Corporate Social Responsibility - Prof Mario Aquino Alves     | 3                   |
| 15:30 - 15:45   | Free time for Break  |                     |
| 19:00:00  | <b>Farewell Dinner</b>   | <b>4</b>            |
| <b>Friday, May 24</b>                                 |  |                     |
| 9:00 - 12:00  | Final Presentations  | 3                   |
| 11:00 - 11:15   | Free time for Break  |                     |
| 12:00 - 14:00   | Wrap up and certificate delivery   | 2                   |
|   | Course hours   | 40                  |
|   | Visit hours  | 10                  |
|   | Cultural Activities  | 8                   |
|   | Total time   | 60                  |

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