

To better understand Brazil's cultural, social, political and economic aspects

DBB

*Doing Business
in Brazil*

DBB  FGV

FGV-EAESP

UNMATCHED COMMITMENT TO INNOVATION AND EXCELLENCE IN BUSINESS EDUCATION

Since 1954, FGV-EAESP has prepared the most qualified professionals for key decision-making in organizations. It is a South American pioneer in setting up Business and Public Administration programs, and is a leading think-tank in Latin America and the Caribbean.

Highly Qualified Faculty

FGV-EAESP has about 300 faculty members, who have both academic and practitioner experience in local and multinational companies. All faculty members hold graduate degrees from recognized universities in Brazil and abroad.

A True Knowledge Generator

Studies, research, and publications underpin teaching and consultancy activities.

Professors and research associates work together within applied research centers to produce analysis that are at the forefront of Brazilian thought. Resulting papers are published in FGV business journals, such as *RAE – Revista de Administração de Empresas* and *GVexecutivo*, as well as in international journals.

The close relationship between the institution's academic staff and the Brazilian business community is based on FGV-EAESP's excellence in undergraduate and degree and non-degree graduate programs

FGV-EAESP

COMPROMISSO SEM IGUAL COM A INOVAÇÃO E A EXCELÊNCIA NO ENSINO DE ADMINISTRAÇÃO

Desde 1954 prepara os melhores profissionais para a tomada de decisões fundamentais às organizações. Pioneira na América do Sul na criação de cursos de Administração de Empresas e Administração Pública e é formadora de opinião para América Latina e Caribe.

Professores Altamente Qualificados

A instituição conta com cerca de 300 professores com experiência acadêmica e atuação em empresas nacionais e multinacionais. Todos os professores possuem Pós-graduação em universidades reconhecidas no Brasil e no exterior.

Uma Verdadeira Geradora de Conhecimento

Atividades de ensino e consultoria apoiadas por estudos, pesquisas e publicações. Os professores e pesquisadores, integrados aos centros de pesquisa aplicada produzem análises que estão na vanguarda do pensamento brasileiro que são divulgadas em publicações como a *Revista de Administração de Empresas (RAE)*, *GVexecutivo* e em revistas internacionais. As análises produzidas também são publicadas nos principais jornais e na imprensa de negócios. Estreito relacionamento entre as comunidades acadêmica e empresarial, respaldado pela excelência da FGV-EAESP em seus cursos de graduação e pós-graduação *stricto e lato sensu*.



DBB

Doing Business in Brazil

DBB – Doing Business in Brazil programs have been offered by FGV-EAESP since 2001. They aim at providing an overview of political, economic, and social aspects of doing business in Brazil to executives enrolled in MBA courses, professionals, and academics associated with foreign schools who are interested in the Brazilian market.

Our Experience

We offer customized programs to meet our partners' requirements. Among our clients are:

- Athabasca University
- Babson College
- Bocconi University
- CEDEP France
- the Copenhagen Business School
- Cornell University
- Cranfield School of Management
- Duquesne University
- ESCP – European School of Management
- ESSEC Business School
- Florida International University
- Fundación Botín
- HEC Montréal
- HEC Paris
- IE (Instituto de Empresa) Business School
- International Enterprise Singapore
- Ivey Business School
- the Louvain School of Management
- Maastricht University
- Management Center Innsbruck
- the University of Maryland
- the University of Minnesota
- New York University (NYU)
- Northeastern University
- the Rotterdam School of Management
- the Stockholm School of Economics
- the University of Sydney
- the University of Texas
- The Wharton School (UPENN)

Course Structure

The DBB programs span from one day to one month, according to our customer's requirements. The usual program includes a series of presentations by FGV-EAESP faculty members and guest speakers, a city tour of São Paulo with a bilingual guide, visits to Brazilian companies that allow participants to observe local business operations in greater depth, lectures by executives, cultural activities, and dinners/lunches in representative restaurants in the city. All lectures, faculty members, visits, and sociocultural activities are evaluated by the participants, in order to provide feedback for continuous improvements.

Topics

The usual topics addressed in the DBB courses include:

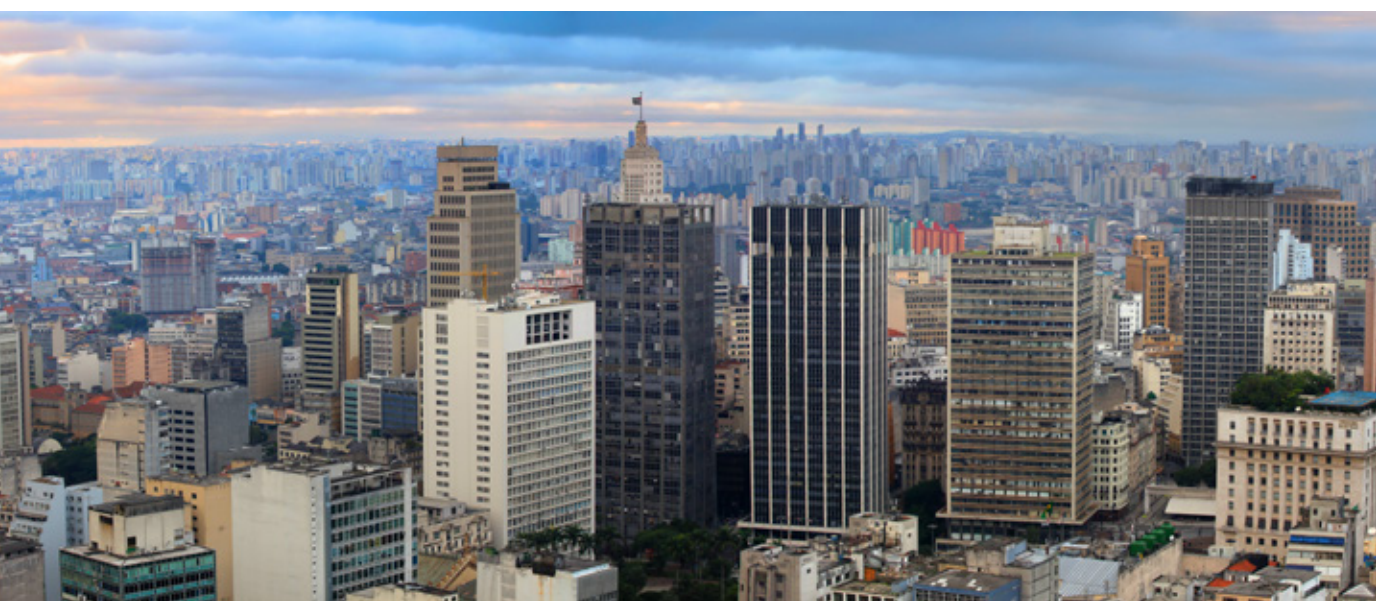
- "Brazil Cost"
- Brazil Challenges in the Next 5 Years
- Brazilian Banking Industry
- Brazilian Capital Markets
- Brazilian Consumer Market – Opportunities and Challenges
- Brazilian Culture
- Brazilian Economy
- Brazilian Industry – Operations Management in Different Economic Sectors
- Brazilian Labour Market – Challenges Faced by RH
- Brazilian Management and Business Setting
- Brazilian Social, Political, and Economic Dimensions
- Entrepreneurship in Brazil
- Ethics and Corporate Social Responsibility in Brazil
- Finance in Brazil
- Foreign Trade and Brics
- Informal Markets
- Infrastructure Challenge – Supply Chain and Logistics in Brazil
- Latin American Politics and History
- Legal Aspects of Doing Business in Brazil
- Marketing for the Low-Income Population
- Multinationals in Brazil
- Negotiation in a Cross Cultural Context
- Survival Portuguese

Accreditations

FGV-EAESP is accredited by AACSB, EFMD-EQUIS, and AMBA. It is recognized as one of the leading business schools and an important think-tank in South America. It has established partnerships with more than 70 schools throughout the world.

Location

FGV-EAESP is located in São Paulo, a city that has the largest concentration of businesses in South America.





Os programas **Doing Business in Brazil (DBB)** são oferecidos pela FGV-EAESP desde 2001. O programa tem por objetivo proporcionar uma visão acerca dos aspectos políticos, econômicos e sociais do Brasil para executivos em formação MBA, profissionais e acadêmicos ligados a escolas estrangeiras, e que têm interesse no mercado brasileiro.

Nossa Experiência

Nós oferecemos programas totalmente customizados de acordo com as necessidades dos nossos parceiros. Entre nossos clientes estão: *Athabasca University, Babson College, Bocconi University, CEDEP France, the Copenhagen Business School, Cornell University, Cranfield School of Management, Duquesne University, ESCP European School of Management, ESSEC Business School, Florida International University, Fundación Botín, HEC Montréal, HEC Paris, IE (Instituto de Empresa) Business School, International Enterprise Singapore, Ivey Business School, the Louvain School of Management, Maastricht University, Management Center Innsbruck, the University of Maryland, the University of Minnesota, New York University (NYU), Northeastern University, the Rotterdam School of Management, the Stockholm School of Economics, the University of Sydney, the University of Texas, e The Wharton School (UPENN).*

Estrutura do Programa

Os programas DBB são totalmente customizados, com duração que pode variar entre um dia e um mês dependendo da necessidade da instituição contratante. O programa mais frequente inclui um conjunto de apresentações por professores da FGV-EAESP e palestrantes convidados, city tour da cidade de São Paulo com guia bilíngüe, visitas a empresas brasileiras para que os participantes conheçam em maior profundidade as operações em empresas do país, palestras com executivos, atividades culturais e jantares/almoços em restaurantes típicos da cidade de São Paulo. Todas as aulas, professores, visitas e atividades sócio-culturais são avaliados pelos participantes, o que serve de base para um aperfeiçoamento contínuo.

Disciplinas Oferecidas

Os temas ministrados pelos professores da FGV-EAESP nos cursos DBB incluem entre outros:

- "Brazil Cost"
- *Brazil Challenges in the Next 5 Years*
- *Brazilian Banking Industry*
- *Brazilian Capital Markets*
- *Brazilian Consumer Market – Opportunities and Challenges*
- *Brazilian Culture*
- *Brazilian Economy*
- *Brazilian Industry – Operations Management in Different Economic Sectors*
- *Brazilian Labour Market – Challenges Faced by RH*
- *Brazilian Management and Business Setting*
- *Brazilian Social, Political, and Economic Dimensions*
- *Entrepreneurship in Brazil*
- *Ethics and Corporate Social Responsibility in Brazil*
- *Finance in Brazil*
- *Foreign Trade and Brics*
- *Informal Markets*
- *Infrastructure Challenge – Supply Chain and Logistics in Brazil*
- *Latin American Politics and History*
- *Legal Aspects of Doing Business in Brazil*
- *Marketing for the Low-Income Population*
- *Multinationals in Brazil*
- *Negotiation in a Cross Cultural Context*
- *Survival Portuguese*

Acreditações

A FGV-EAESP é credenciada pela AACSB, EFMD-EQUIS e AMBA. A escola é reconhecida como uma das principais escolas de administração e um importante "think-tank" na América do Sul. Tem firmado parcerias com mais de 70 escolas ao redor do mundo.

Localização

A FGV-EAESP está localizada na cidade de São Paulo, a qual possui a maior concentração de negócios da América do Sul.



The Quality of learning at FGV-EAESP is accredited by three important international accreditation agencies.

Informações

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 **FGV EAESP**

**ESCOLA DE
ADMINISTRAÇÃO
DE EMPRESAS
DE SÃO PAULO**