

Strategy and International Business in Brazil
Nova Southeastern University – Visit to Brazil
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Project Coordinator – Fundacao Instituto de Administracao

	Monday – 28	Tuesday – 29	Wednesday – 30	Thursday - 1	Friday -2
AM	(Departure at 7:50 from the hotel) (8:30 – 10:00) International Trade in Brazil (10:00-10:30) Coffee Break (10:30 – 12:00) Marketing in Brazil	(Departure at 7:50 from the hotel) (8:30 – 10:00) Brazilian Economy (10:00-10:30) Coffee Break (10:30 – 12:00) Culture in Brazil	(Departure at 7:50 from the hotel) (8:30 – 10:30) Visit to GOOGLE* (10:00-10:30) Coffee Break (11:00 – 12:00) Visit to USP - Campus	Visits to companies for interviews	(Departure at 8:50 from the hotel) (9:00- 12:00) Visit to Globo Television
LUNCH	(12:00 – 13:00) Executive Education Campus	(12:00 – 13:00) Executive Education Campus	(12:00 – 13:00) Graduate Education Campus		Lunch (pay your own)
PM	(Departure from USP-FIA at 13:00) (14:00 – 16:00) Visit to EMBRAER	(Departure from USP-FIA at 13:00) (14:00 – 16:00) Visit to NATURA	(14:00 – 18:00) Strategy of Multinationals in Brazil (Joint class with USP graduate students at Graduate Education Campus)	Fly to Rio – Hotel Orla Copacabana	Tour of Rio de Janiero 18:00 return to hotel
		(17:00 – 19:00) Visit to AZUL			Group dinner (pay your own)