

# UNIP

UNIVERSIDADE PAULISTA



**IBS**  
INTERNATIONAL  
BUSINESS SCHOOL  
AMERICAS

Partial scholarship program and course description

## Strategy & Marketing for Emerging Countries

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*“BRICS stands for Brazil, Russia, India, China and South Africa, the future global superpowers. Understanding how to make business in this context is the program objective.”*



### Presentation

Universidade Paulista - UNIP offers international exchange programs under the coordination of Prof. Ricardo Britto, PhD., dean of the International Business School Americas

The course *Strategy & Marketing for Emerging Countries* is an opportunity for students from all over the world to attend a 3-week certificate program, an immersion in the emerging countries context.

Students are supported by an extensive scholarship program, covering 70% of the expenses of the chosen course. We welcome you to apply and participate in our course in Brazil, opening new professional horizons for you and your company.

### Course Overview

This intensive 3-week program is designed for graduate and undergraduate students from all over the world. Composed by lectures and company visits, the program objective is to present the main characteristics of Emerging Countries and how to succeed in this new global frontier. The program will approach:

- Business opportunities: analyzing the characteristics of the consumer market, industry and agribusiness in Emerging Countries;
- Marketing: conquering market in Emerging Countries, understanding global trades, consumer behavior and decision making in Emerging Countries;
- Logistics and structure: discussing the current scenario of airports, railways, and roads, as well freight companies in Brazil and other emerging countries;
- Case studies: analyzing success case stories focused on countries like India, China, Russia, South Africa and Brazil;
- Survival Portuguese: the course aims at providing students with some basic communicative aspects of the Portuguese language. Students will be able to interact in day-by-day contexts such as: ordering food at a restaurant, buying a product, asking for directions etc.

## São Paulo: Modern, safe and exciting city

The course will take place in São Paulo, the biggest and richest Brazilian city. São Paulo has a very powerful economy, representing 20% of the Brazilian GDP, with manufacturing companies and service providers. The headquarters of thousands of multinational companies from all over the world share this city with its welcoming population. In addition, there is the possibility of having a guided tour to the Port of Santos, in which students will be visiting the facilities of the biggest port in South America.

Students will also enjoy the vibrant night life of the city, as well as the unlimited possibilities of travelling around the country. São Paulo is just 50min flight from Rio de Janeiro, one of the most famous tourist destinations in the world. Other tourist attractions include parks, museums, soccer stadiums and skyscrapers. The weather is cool, with an average of 20 °C (68 F) in the winter and 28 °C (82 F) in the summer, and you can enjoy excellent beach cities nearby Sao Paulo as well.

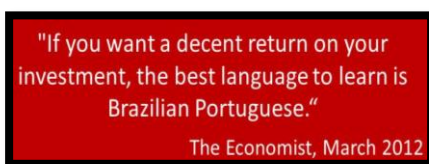
Furthermore, this program will offer participants the opportunity for intercultural integration and awareness. There will be people from all over the world with diverse cultural orientations and understanding, thereby providing a multicultural interaction.

## The importance of emerging markets

“The BRICS are both the fastest growing and largest emerging markets economies. They account for almost three billion people, or just under half of the total population of the world. In recent times, the BRICS have also contributed to the majority of world GDP growth. By 2020, all of the BRICS should be in the top 10 largest economies of the world. The undisputed heavyweight, though, will be China, also the largest creditor in the world.”

*The Economist*

The world has seen the increase of two important curves: Foreign Direct Investments in emerging countries and the number of young professionals who left out their countries of origin and decide to land in emerging countries in search of opportunities. Our program offers a first contact with the reality of business and the culture, important to succeed in finding a job or investing in this market.



*This program offers classes from Mondays to Thursdays, with free weekends for extracurricular activities, which includes visits to the most frequented sites in Brazil*



## Program organization

Founded in 1988, UNIP is a modern private university, one of the 5 biggest Brazilian universities. The program is hosted at the New Campus Center building, an important center for development and dissemination of knowledge at a post graduate level. Its main purpose is to develop the potential of students by establishing conditions which allow an easy inclusion into the labor market and creating problem solving situations similar to the ones faced in companies. UNIP faculty is composed of PhDs, MSc, researchers and specialists in their fields of expertise, focused on discussing cases with students, which complements the content of the classes.

Under the coordination of Prof. Britto, dean of the International Business School Americas, the program provides assistance to students for their preparation for the course and travel, in order to make the most of it. We offer all needed information and documents to students, facilitating travel arrangements.

Our goal is to offer international quality education focused on the professional reality, creating a stimulating environment for students and professionals.

You will receive:

- Background readings in advance to ensure full preparation for classes;
- Guidance on how to get accommodation at affordable prices;
- Documents and guidelines for obtaining visa to enter Brazil;
- Suggestions for tours, sightseeing, shopping and free technical visits on weekends;
- Assistance from staff available at all times during the classes;
- Every participant will receive a certificate from the university. There will be an additional certificate for those who choose to attend also the *Survival Portuguese* program.



UNIP New Campus Center



Students attending the class



Graduation ceremony



Final project presentation

## Program structure

Contents	Hours
<ul style="list-style-type: none"> <li>• Strategy &amp; Competitiveness: basic concepts and BRICS countries context;</li> <li>• Strategic and marketing aspects of conquering markets in low income countries;</li> <li>• Current Economic Scenario of Brazil and other emerging countries;</li> <li>• Industrial and Consumer Markets: key elements for understanding emerging countries;</li> <li>• Foreign Trade and Direct Investment</li> <li>• Logistics and structure;</li> <li>• Sustainable Development in emerging countries;</li> </ul>	48h
<ul style="list-style-type: none"> <li>• Survival Portuguese and Business Etiquette (optional);</li> </ul>	27h
<ul style="list-style-type: none"> <li>• Guided visits to enterprises and organizations</li> </ul>	10h
<ul style="list-style-type: none"> <li>• Guided visit to the Port of Santos (optional)</li> </ul>	5h
<b>Total Course Hours</b>	<b>90h</b>

## Program Price

Students may apply for partial scholarships to participate in this program, covering 70% of tuition cost. See regular values below and the value with the scholarship that may be granted by the analysis of your curriculum.

Program Options	Full Tuition	Scholarship	Net Cost – To Student*
Strategy & Marketing for Emerging Countries + Survival Portuguese	US\$ 5,710	US\$ 3,920	<b>US\$ 1,790</b>
Strategy & Marketing for Emerging Countries	US\$ 4,200	US\$ 2,850	<b>US\$ 1,350</b>
Survival Portuguese	US\$ 1,510	US\$ 967	<b>US\$ 543</b>

\*Amount to be paid by student (including enrollment fee)

**Payment:** the course value can be paid up to **12 installments** by Pay Pal. Note that the program must be fully paid 45 days prior to its start.

### Not included:

**Hosting:** the participants of the program will be able to make their choice of housing among hundreds of hotels and hostels options available in the city. There are housing options for as low as US\$ 14 per day per person that is within 10 minutes walking distance from the school with internet and breakfast included.

**Flight tickets:** costs vary depending on the country of origin.

**Meals:** next to the campus you have different lunch options from US\$ 10.

## Knowing Brazil

Brazil is the fifth largest country in the world having some of the world's most famous tourist attractions. In July, 2014, Brazil hosted the FIFA World Cup, and in July, 2016, will host the Summer Olympic Games.

Celebrated in all over Brazil, Carnival is the most famous street party, attracting thousands of people from all over the world, showing the culture, history, music, and images of Brazil. You may enjoy Brazilian Carnival from February 14<sup>th</sup> up to February 17<sup>th</sup>, just after the program in February, 2015.

## Next Program dates

Enrollment for classes is now open for courses that will be offered in:

2015	2016
-January: 2 week option* Starts: Jan/26th/2015 Finishes: Feb/5th/2015	-January: 2 week option* Starts: Jan/18th/2016 Finishes: Jan/28th/2016
-July: 3 week option* Starts: Jul/13th/2015 Finishes: Jul/30th/2015	-July: 3 week option* Starts: Jul/11th/2016 Finishes: Jul/28th/2016
- August: 3 week option* Starts: Aug/3rd/2015 Finishes: Aug/20th/2015	- August: 3 week option* Starts: Aug/1st/2016 Finishes: Aug/18th/2016

\*Both options (2 or 3 weeks) offer the same quantity of contact classes; in the 2-weeks option, the amount of class hours per day is higher.

## Enrollment process

The first step is to apply for a scholarship by filling and submitting your **Application**. Students must choose one of these 3 course options on the application. There is a limited number of scholarships available to international students. For more information regarding the deadline for applications, please contact Prof. Britto.

The evaluation of your application takes about one week, considering curriculum analysis. After that, the place will be available for one week for the completion of the enrollment process.

**\*Upon request, students will be issued transcripts for the program.**

## Get in touch with the world

This program will offer participants the opportunity for intercultural integration and awareness.

There will be people from all over the world with diverse cultural orientations and understanding, thereby providing a multicultural interaction.

As you can see on the following map, our last groups were composed of students from more than **25 different countries**.



Part of the August group class 2013 during the Graduation Ceremony



January group class 2013 at UNIP building



July group class 2013 at UNIP building

If you want to know our students' opinion about the program, visit:

<https://www.youtube.com/watch?v=hT8xgWv4Xqw>  
[https://www.youtube.com/watch?v=ojK0j03R\\_eo](https://www.youtube.com/watch?v=ojK0j03R_eo)

Request for Application

E-mail: [welcome\\_pos@unip.br](mailto:welcome_pos@unip.br) Skype username: boris-ibs