



Pmba 2020

VIRTUAL INTERNATIONAL EXPERIENCE

From Oct 19th – Dec 14th, 2020



ILLINOIS

Gies College of Business



ABOUT THE PROGRAM

The *PMBA Virtual International Experience* was designed by Campus b in partnership with University of Illinois and aims to offer its participants a complete consulting experience in a multicultural environment involving Illinois and Brazilian students, partner companies and professors.

During 9 weeks of immersion, the groups will be working together developing creative solutions to those company matters, with the academic support of UIUC and brazilian professor and constant meetings with the partner companies.





LEARNING OUTCOMES

This program model aims to provide participants with an effective panorama of Brazilian business environment by exposing students to real international Business challenges while working on multicultural teams. To this end, participants will engage in a series of interactions that will address academic, social and cultural aspects of doing business in Brazil;

CONTACT HOURS:

The program will have a total of 42 hours workload distributed as follow:

- 4h of Cultural/Ice Breaking Activities
- 4h of Direct Contact with Client Company
- 4h of lectures
- 30h of Group Project Worktime (estimated)

PROGRAM GOALS:



1. ***Provide students with an opportunity to work on a “real world” problem with a cross-border dimension in a multicultural and diverse team;***



2. ***Expand the students’ knowledge of the Brazilian economy and business culture through direct contact with Business leaders and professionals;***



3. ***Develop executive skills through effective resource management, international virtual teamwork, and time management;***



4. ***Learn to become a trusted advisor and valued decision-maker to your international client;***



5. ***Build network with UIUC and Brazilian professors, students, entrepreneurs and business leaders.***



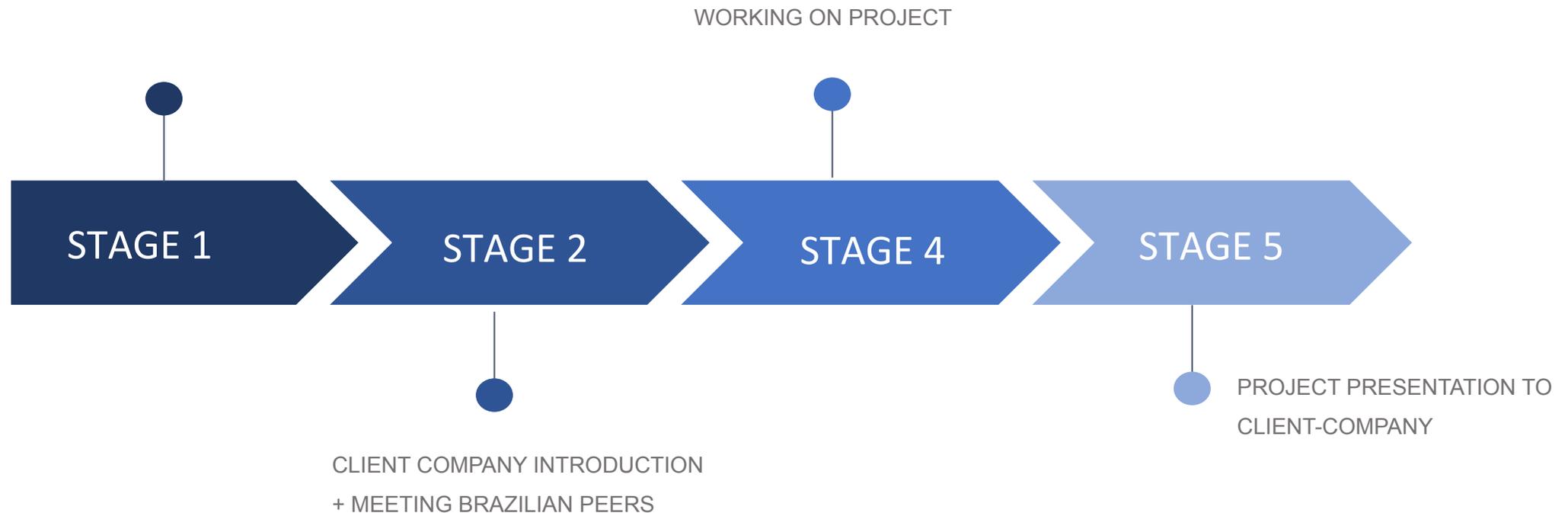
IMPORTANT INFORMATION

- **Certificate:** All the participants will receive a certificate issued and signed by University of Illinois.
- **Groups:** Each participant will be engaged in a 4-6 group party
- **Virtual:** All the activities, classes and group meetings will happen virtually
- **Requirements:** All the Brazilian students interested in join the program needs to be registered in one of our partner universities on a post graduation program level, as MBA, Master, Doctorate or specialization in business, economy, marketing or related subjects. After apply the candidates will go on a curriculum analysis, interview and a brief assessment of English level, both by videoconference (the participant is required to have an intermediate / advanced level, between B2 and C2).

PROGRAM OVERVIEW

Starting in October, you will work in mixed team composed by UIUC students and Brazilian to provide value-added solutions for a client company in Brazil. Besides your hands-on project, you will also attend to lectures and get inspired by the example of relevant companies doing business in Latin America.

OVERVIEW ON DOING BUSINESS IN BRAZIL



PROPOSED INTERACTIONS



GROUP MEETINGS WITH COMPANY

WORK WITH CLIENT COMPANY

(1 MEETING per week):

Q&A and Project worktime directly with company representative to refine final presentation. Students are to schedule meetings with the company in their own preferred time.

1 st Meeting Monday, Oct 19th	ORIENTATION SESSION ABOUT THE PROGRAM MEETING WITH BRAZILIAN STUDENTS + ICE BREAKING ACTIVITY (CAIPIRINHA WORKSHOP)
2 nd Meeting Monday, Oct 26th	MEETING WITH THE CLIENT COMPANY #1: ONLINE PRESENTATION OF CLIENT COMPANY + PROJECT INTRODUCTION
3 rd Meeting Wednesday, Nov 4	LECTURE ON DOING BUSINESS IN BRAZIL - OVERVIEW: 1h lecture + time for Q&A
4 th Meeting Monday, Nov 9	LECTURE ON CONSUMER BEHAVIOR & CULTURAL BUSINESS DIFFERENCES: :1h lecture + time for Q&A
5 th Meeting Monday, Nov 16	CARNIVAL WORKSHOP: Carnival is the most popular holiday in Brazil and has become an event of huge proportions – this workshop will show you how to appreciate this festivity.
6 th Meeting Monday, Nov 30	LECTURE ON ENTREPRENEURSHIP AND INNOVATION IN BRAZIL: 1h lecture + time for Q&A
7 th Meeting Monday, Dec 7	PROJECT WORK TIME + MENTORING WITH PROF . NAGAI TO REFINE YOUR PROJECT
8 th Meeting Monday, Dec 14	FINAL PRESENTATION TO THE CLIENT COMPANY PROGRAM WRAP UP SESSION: Opportunity to reflect about the program gains and give feedback on the experiences lived during the program. This conversation will be conducted by Campus B coordinator.

A low-angle, upward-looking photograph of several modern skyscrapers reaching towards a bright blue sky with scattered white clouds. In the center of the sky, a small airplane is visible in flight. The buildings are rendered in shades of blue and grey, creating a sense of height and urban density.

CLIENT COMPANY:

**PREVIOUS PMBA
EDITIONS**



PAST EDITION CLIENT:

GOL AIRLINES

Gol Airlines is the largest domestic and 3rd largest international airline in Brazil. It was founded in 2000 and operates more than 58 destinations.

PAST EDITION CLIENT:

B2W

B2W is an online retail company in Latin America,

The company had a market share of about 50% of the online sales industry in Brazil

B2W main competitors in the country are Amazon, and Mercado Libre.





PAST EDITION CLIENT:

PAPEL SEMENTE

Created in May 2009, the company produces handmade, ecological and recycled paper that receives flower seeds, vegetables and spices during its manufacturing process.

PAST EDITION CLIENT:

ESTOU REFUGIADO

**“I am refugee” work
permanently with
companies to
guarantee job
opportunities for
refugees in Brazil.**



The image shows the exterior of a Leroy Merlin store. The building is white with a prominent green horizontal stripe near the roofline. Large, black, 3D-style letters spell out 'LERROY' on the wall. Below this, a green banner contains the word 'CONSTRUÇÃO'. Further down, another green banner contains 'ACABAMENTOS'. The building has a modern, industrial look with a grid-like facade. In the foreground, there is a chain-link fence and some landscaping, including several tall, thin palm-like plants and some lower-lying green and brown plants. The sky is blue with some light clouds.

LERROY

CONSTRUÇÃO

PAST EDITION CLIENT:

LEROY MERLIN

Leroy Merlin is a French home improvement and gardening retailer serving several countries in Europe, Asia, South America, and Africa. It is the market leader in Brazil for 7 years in a row.

MERLIN

ACABAMENTOS



**CLIENT COMPANY
QUESTIONS:
PREVIOUS PMBA
EDITIONS**

QUESTIONS FROM PREVIOUS EDITIONS

The list below provides questions that past participants of PMBA have encountered while working with client companies in Brazil. These examples are here to give you an idea of the type of question you may have to work on and to get you inspired to participate on the program.

How to expand our operations to USA?

What can our Company learn from American brands and consumers and how would it be adapted & applied in Brazil?

How could we establish an open innovation process within my organization?

How can we extend and make more effective our e-commerce sales, given the supply chain difficulties ?

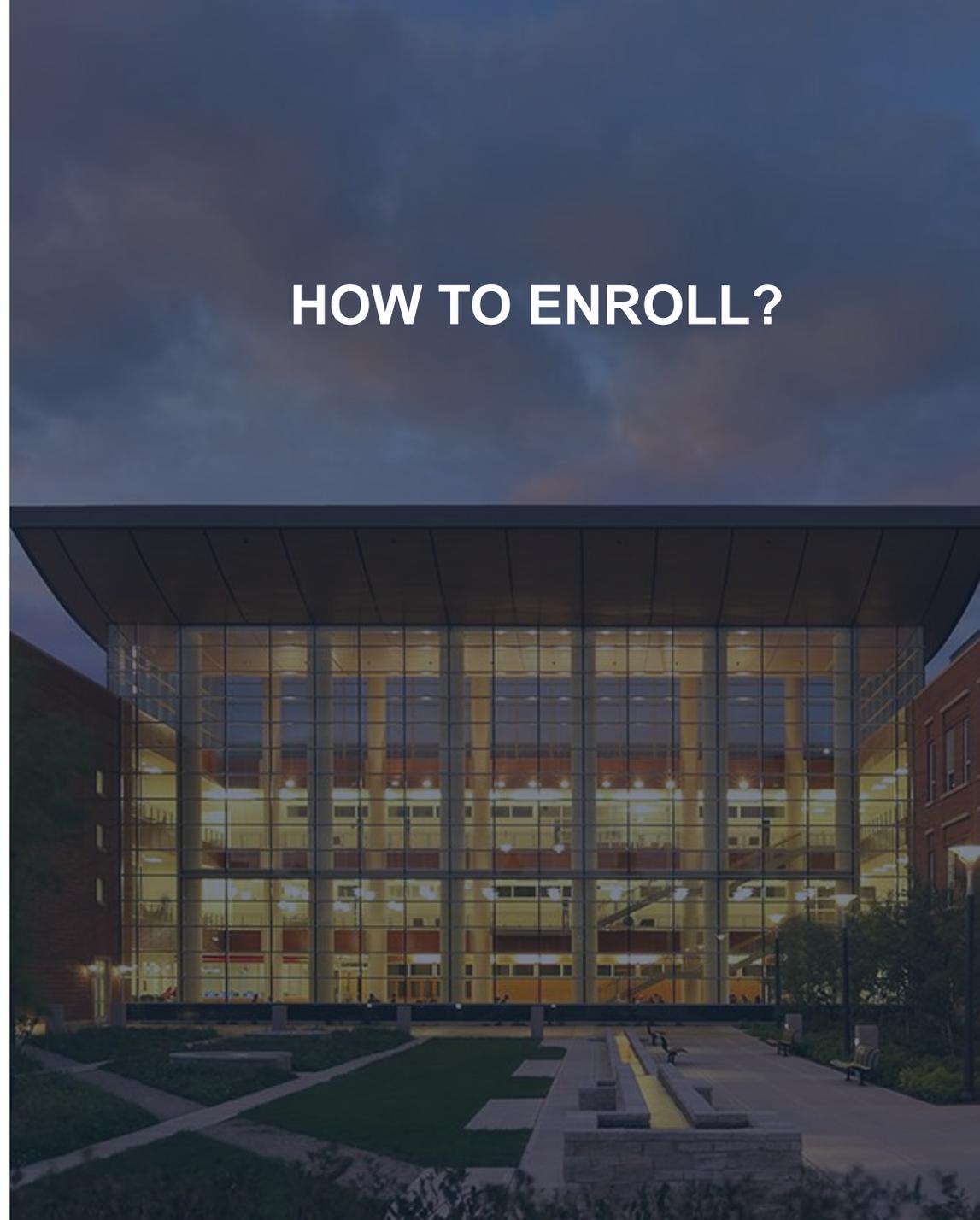
How can we prepare ourselves for the post-digital era customer experience?

How can we create a more efficient Process Management?

How to attract new partners and create a network of channels engaged enough to make a significant growth in sales?

TO ACCESS THE ENROLLMENT FORM, [CLICK HERE](#)

HOW TO ENROLL?



Questions?

Talk to us!

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