About:

This 10-day spring break course will explore Brazil’s fast growing economy, business culture and operations. With home bases at Rio de Janerio and Sao Paulo, this experience to Brazil will be full of beauty and excitement.

Program highlights:

- Learn firsthand the way business is done in Brazil
- Interact with local entrepreneurs and business professionals in Rio and Sao Paulo.
- Sightseeing of Rio de Janerio City including a drive along Rodrigo de Freitas Lagoon and Raja Vermelha (the Red Beach).
- Visit the city of Sao Paulo and visit many cultural areas including “Liberdade” (freedom in Portuguese) — The Japanese District, and the Municipal Theater at Viaduto do Cha’ (Tea Bridge).

Course Description:

Brazil is one of the fastest growing economies in the world. You will learn about how the Brazilian companies create and sustain competitive advantage in the global economy. As well as understand how the business and management practices and economic systems of countries differ. Through the visiting of various types of organizations, such as educational institutions, business enterprises, and non-profit organizations, in Sao Paulo and Rio de Janerio you will be able to immerse your self in Brazilian culture. You will also be able to interact with local business persons and entrepreneurs to learn about their business culture and operations. The group will leave Seattle Friday, March 24th and return Sunday, April 2nd, 2017.

Faculty:

Dr. Chung-Shing Lee, Ph.D., Associate Dean and Professor of Business, (253) 535-8718, clee@plu.edu

Dr. Lee has personally led three MBA study away trips to China, Taiwan, Hong Kong and Macau. His passion for innovation and business management, as well as in-depth research gives him incredible insights to be leading MBA study away trips. Get ready for an exciting adventure throughout Brazil!