

# Short term courses



## Brazilian Business

### Objectives

- Give students a general view of business in Brazil, enabling them to initiate their career or for those who have already developed their own business, a way to expand their knowledge;
- Give an overview of the social, cultural and economic aspects of the country;
- Understand and exercise negotiations through a cultural and social viewpoints;
- Understand the dynamics of different industries and the Brazilian legislation;
- Show ways to build organizational and functional strategies for the Brazilian market.

### Contents

- Brazilian social, cultural, and economic environment; 4h/w
- Business and communication in a Brazilian context: cultural and social aspects; 4h/w
- Brazilian industrial sector; 4h/w
- Brazilian Service Companies; 4h/w
- Brazilian Agroindustry; 4h/w
- Legal Aspects of Brazilian Business; 4h/w
- Strategic functions and operations in Brazilian organizations; 4h/w
- Strategies; 4h/w
- Marketing. 4h/w
- Finances; 4h/w
- Human Resources and organizational culture; 4h/w

### Highlights

- Classes with Brazilian Executive Businessmen. 4h/w
- Visits to Industrial Plants. 4h/w
- Visits to the Dry Port region – Logistics Center. 4h/w

Hour: 60  
Time: Three Weeks  
Class: 8:30 until 1:30

## Brazilian Architecture

### Structural Analysis of the Most Important Buildings

#### Objectives

- To show the most important buildings of Brazilian architecture;
- To show Brazilian Culture in the most diverse forms, stimulating the student to search for more knowledge about culture;
- To make a structural analysis of the buildings that will be studied, understanding how these were constructed;
- To provide an extra-class experience through a visit to the city of Brasilia;
- To demonstrate the beauty and power of Brazilian Architecture showing the richness of this part of Brazilian Culture.

#### Contents

- Brazilian History and History of Brazilian Architecture;  
The most important cities. Great Brazilian Architects;  
The most important buildings in Brazilian Architecture; 8h/w
- Structural elements: columns, beams and slabs. Concrete. Pre-stressed concrete. Special concretes; 8h/w
- Brasilia-Cathedral, National Congress Building “Palácio do Planalto” (Oscar Niemayer); 8h/w
- Buildings of Paulo Mendes da Rocha; 8h/w
- Guided visit to Brasilia - the most important buildings. 8h/w

#### Highlights

- Visits to the National Cathedral. National congress building and the Presidential House (Palácio do Planalto); 5h/w
- Visits to historical sites; 5h/w
- Learning about the urban structure; 5h/w
- Layout of Brasilia. 5h/w

Hour: 60

Time: Three Weeks

Class: 8:30 until 1:30



## Environmental History and Nature In Brazil

### Objectives

- Understand the role of nature and society issues in the context of Brazilian history;
- Acquire basic knowledge about the different Brazilian ecosystems;
- Understand the basic characteristics about Brazilian Savannahs and Rainforest, and recognize the differences between them;
- Understand how different natural and demographic factors may shape the history of forest devastation;
- Understand the concept of sustainable development and the different ways through which it may be accomplished;
- Understand the processes that may drive development policies to cause environmental conflicts and how these conflicts may be dealt with both from preventive and restorative perspectives;
- Understand the interactions between Health and Environment in tropical settings;
- Understand the specific Health issues affecting riverside populations living near the Amazon riverside.

### Contents

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| • Nature and society in Brazilian History;   | 4h/w  |
| • The Brazilian ecosystems: Savannahs and Rainforest;  | 4h/w  |
| • Health and environment in tropical settings;   | 4h/w  |
| • Visit to Pirenópolis, the Brazilian Savannahs;   | 4h/w  |
| • Historical Routes in the city of Manaus;   | 16h/w |
| • Journey by river to visit Amazonian indigenous and riverside communities and to a field site with an ongoing conservation project. | 24h/w |

Hour: 64

Time: Two Weeks

Class: 8:30 until 1:30

