

FGV/EBAPE - TEC MONTERREY

ITESM PROGRAM SUMMER 2005 - RIO DE JANEIRO - BRAZIL

Coordinators: Prof. Eduardo Marques (EBAPE) e Richard Huett (ITESM-Gdl)

	CLASS (08:30 h - 12:30 h)	PROFESSOR	DAY	
Course 1: Latin American Business and Marketing - a View from Brazil	Brazilian Culture and Society	Prof. Carlos Eduardo Sarmiento	June/13	Monday
	Brazilian Economy and the Globalization Process	Prof. Istvan Kaznar	June/14	Tuesday
	Overview of South American Management	Prof. Paulo Motta	June/15	Wednesd.
	Cross cultural challenges of global management	Prof. Paulo Motta	June/16	Thursday
	Brazilian Entrepreneurship and New Perspectives for Business	Prof. José Castanhar	June/17	Friday
	Dynamics of Consumption in Brazil	Prof. Eduardo Ayrosa	June/20	Monday
	Lula and Brazil: Brazilian Politics with Respect to International Issues	Prof. Marco Aurélio Ruediger	June/21	Tuesday
	14.00-16.00 EXAM 1	Prof. Richard Huett		
	Company visit and presentation: PETROBRÁS (state owned oil company)	PETROBRÁS - Izeusse Braga - Director, International Marketing	June/22	Wednesd.
Sao Paulo			June/23	Thursday
Sao Paulo			June/24	Friday
Course 2: The role of Regional Trade blocks - the South American context.	World Trade System	Prof. Ana Lúcia Malheiros Guedes	June/27	Monday
	International Finance and Internacional Monetary System- an Overview	Prof. Luís Fernando Rodrigues de Paula	June/28	Tuesday
	Visit to port of Rio.	Prof. Renaud Barbosa (consultant)	June/29	Wednesd.
	Theoretical advantages and disadvantages of regional trade blocks	Prof. Lia Valls	June/30	Thursday
	Mercosur and the Free Trade Area of the Americas	Prof. Lia Valls	July/1	Friday
	The role of the State in International Economic Policy and Regional Trade Blocks - The Southern Cone Countries Context	Prof. Enrique Saravia	July/4	Monday
	Company visit and presentation: Vale do Rio Doce (mining international corporation)	VALE DO RIO DOCE	July/5	Tuesday
	The legal and operational impact of doing business within a regional trade block	Prof. Alejandro Estoup	July/6	Wednesd.
	Company visit and presentation: GLOBO TV Projac Cenographic City	GLOBO TV PROJAC	July/7	Thursday
	Commercial disputes under the WTO.	Prof. Leane Naidin	July/8	Friday
	14.00-16.00 EXAM 2	Prof. Richard Huett		