



VIRTUAL INTERNATIONAL EXPERIENCES

From January to May, 2021

W
UNIVERSITY *of* WASHINGTON

I
ILLINOIS
Gies College of Business

Ψ INDIANA UNIVERSITY



VIRTUAL INTERNATIONAL EXPERIENCES

Campus b has been offering top-notch international education experiences since 2010. Over 4,000 students from over 80 universities have already been part of our experiential learning programs. From the beginning of our history, we have offered a hybrid customized program (virtual + in-person), allowing students to start working from home and get the best preparation for their time abroad. More recently, we have launched our full online programs, allowing students in any part of the world to connect and work together to exchange and explore international realities.

The following 3 international virtual programs have been developed in partnership with University of Washington, University of Illinois and Indiana University and will count with Brazilian and American students working on case competitions and consultancy with indicated companies.



PROGRAMS OVERVIEW

LEADSHIP, BUSINESS & COMMUNITIES

During 2 months undergrad students from University of Washington will work in partnership with Brazilian undergrad students from multiple universities on a case competition, trying to solve a problem/question offered by a Brazilian company.

- **Partner university:** University of Washington
- **Dates:** from Jan 26th to Mar 09th
- **Focus:** Case competition
- **Field:** Diversity and Inclusion
- **Scholarship to Brazilian students:** 8
- **Main classes and interactions schedule:** Every Tuesday, from 13h30 to 15:20

BUSINESS HONORS

During 4 months undergrad students from University of Illinois will work in partnership with Brazilian undergrad students from multiple universities on a case competition, trying to solve a problem/question offered by a Brazilian company.

- **Partner university:** University of Illinois
- **Dates:** from Jan 25th to May 03rd
- **Focus:** Case competition
- **Field:** Marketing and business
- **Scholarship to Brazilian students:** 18
- **Main classes and interactions schedule:**
 - From 25/01-08/03: Every Monday, from 13h to 13:50
 - From 15/03-03/05: Every Monday, from 12h to 12:50

GLOBAL AWARENESS

During 3 months undergrad students from Indiana University will work in partnership with Brazilian undergrad students from multiple universities on a case competition, trying to solve a problem/question offered by a Brazilian company.

- **Partner university:** Indiana University
- **Dates:** from Feb 10th to May 05th
- **Focus:** Case competition
- **Field:** Social and sustainability
- **Scholarship to Brazilian students:** 8
- **Main classes and interactions schedule:**
 - From 08/02-10/03: Every Wednesday, from 13h30 to 14h45
 - From 17/03-05/05: Every Wednesday, from 12h30 to 13:45



LEARNING OUTCOMES

Those programs 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;

PROGRAMS STRUCTURE:

- Cultural/Ice Breaking Activities
- Direct Contact with Client Company
- Lectures
- Group Project Worktime

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 US and Brazilian professors, students, entrepreneurs and business leaders.***



IMPORTANT INFORMATION

- **Certificate:** All the participants will receive a certificate issued and signed by our partner universities.
- **Groups:** Each participant will be engaged in groups from 4-8 people
- **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 undergraduation program level, After apply the candidates will go on a curriculum and video analysis – this last one needs to be in English (the participant is required to have an intermediate / advanced level, between B2 and C2).



**PARTNER
UNIVERSITIES:**

A wide-angle photograph of a university campus during cherry blossom season. The foreground is filled with a large, diverse crowd of people walking and sitting on a green lawn. In the middle ground, several large cherry blossom trees are in full bloom, their white flowers creating a soft, hazy atmosphere. In the background, a large, multi-story brick building with Gothic-style architectural features, including pointed arch windows and a prominent central tower, stands amidst tall evergreen trees. The sky is overcast and grey. A dark, semi-transparent vertical bar is overlaid on the right side of the image, containing white text.

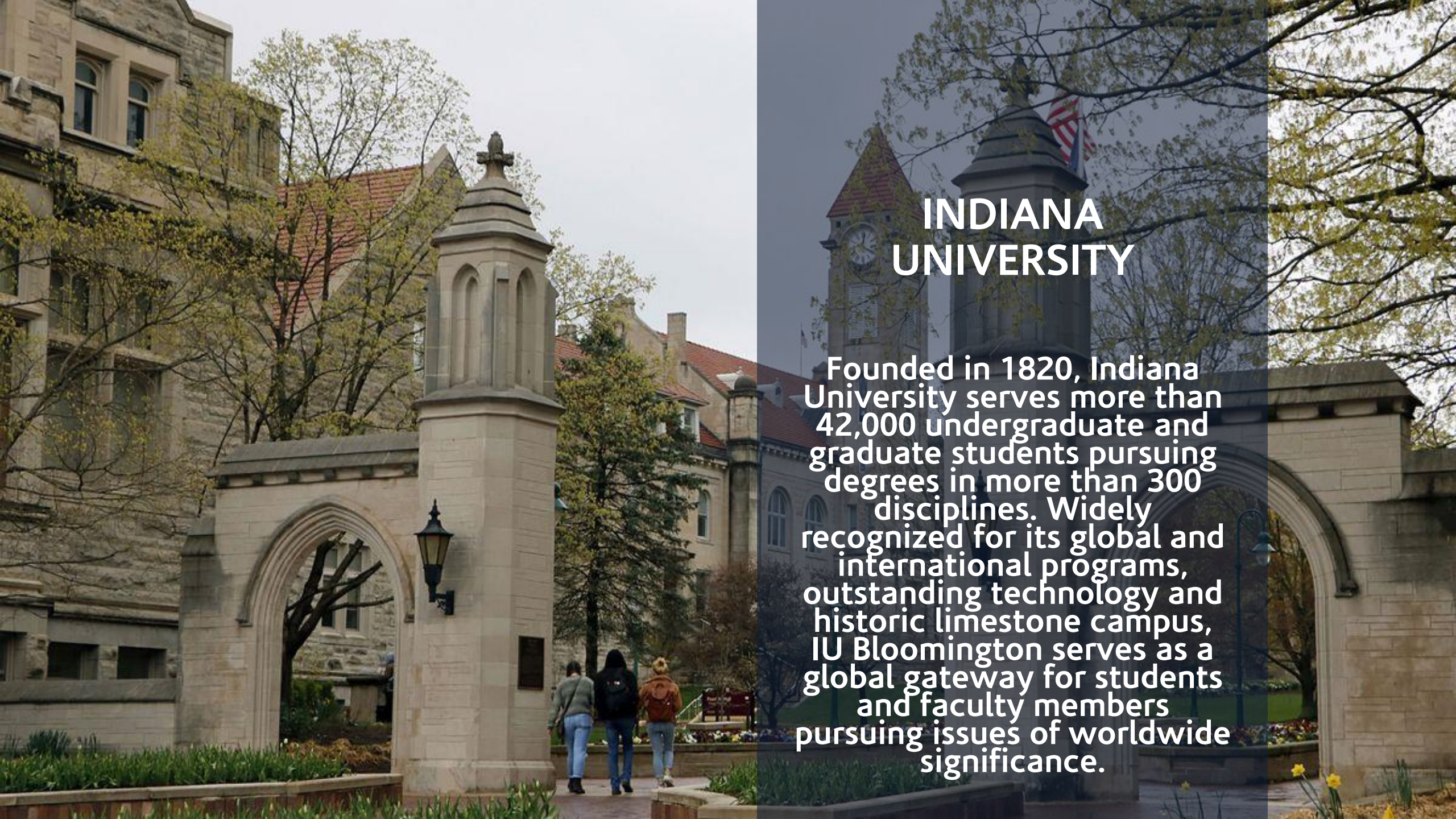
UNIVERSITY OF WASHINGTON

The UW is one of the world's preeminent public universities. Ranked No. 14 in the world on the 2018 Academic Ranking of World Universities, the UW educates more than 54,000 students annually.

UNIVERSITY OF ILLINOIS

The University of Illinois at is dedicated to building upon its tradition of excellence in education, research, public engagement and economic development. More than 3,000 faculty members discover and create new knowledge. Their work is an economic engine for the state and is recognized with many of the world's top academic and creative awards.





INDIANA UNIVERSITY

Founded in 1820, Indiana University serves more than 42,000 undergraduate and graduate students pursuing degrees in more than 300 disciplines. Widely recognized for its global and international programs, outstanding technology and historic limestone campus, IU Bloomington serves as a global gateway for students and faculty members pursuing issues of worldwide significance.

A low-angle, upward-looking photograph of several tall skyscrapers against a blue sky with scattered white clouds. The buildings are dark and their lines converge towards the top of the frame, creating a sense of height and scale. The text is centered in the upper half of the image.

**CLIENT
COMPANY:**

**PREVIOUS
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.

LOJAS AMERICANAS





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.





LERROY

CONSTRUÇÃO

PAST EDITION CLIENT:

LERROY 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.



**CLIENT
COMPANY
QUESTIONS:
PREVIOUS
EDITIONS**

QUESTIONS FROM PREVIOUS EDITIONS

The list below provides questions that past participants 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
PLEASE CLICK ON THE FOLLOWING
LINK:**

<https://campusb.typeform.com/to/vBVRAR7A>.


**HOW TO
ENROLL?**



QUESTIONS?

TALK TO US!

 scholarship@campusb.org

 (11) 96980-8677

