

# Economics, Business Administration & Accounting in Brazil

Summer Course 2024

fea-rp  
FACULDADE DE ECONOMIA,  
ADMINISTRAÇÃO E CONTABILIDADE  
DE RIBEIRÃO PRETO - USP

School of Economics, Business Administration and Accounting at Ribeirão Preto, University of São Paulo (FEA-RP/USP)

## Welcome students!

From July 16th to August 13th, the School of Economics, Business Administration, and Accounting at Ribeirão Preto – University of São Paulo (FEA-RP/USP) will host the seventh edition of its intensive summer program, "Economics, Business Administration & Accounting in Brazil." Recognized as one of the best universities in Latin America by rankings such as QS and THE, the University of São Paulo is situated in Ribeirão Preto, a city renowned for its significance in Brazil's agribusiness sector and services like business tourism.

This course focuses on the Brazilian market, providing students with insights into the Brazilian economy, its unique accounting practices, and the intricacies of conducting business in Brazil. Participants will be able to understand Brazil deeply from economic, administrative, and accounting perspectives.

## Regional Economy and Cultural Immersion

The course also provides expert insights into the regional economy, focusing on agribusiness. Fundamental to the program are visits to selected businesses, including a coffee cooperative, a sugar cane factory, and a local brewery. While the courses are taught entirely in English, Portuguese classes are included to enhance students' immersion in the Brazilian experience, revealing fundamental aspects of its culture. Speaking of culture, there will also be a visit to the Museu do Ipiranga in São Paulo!

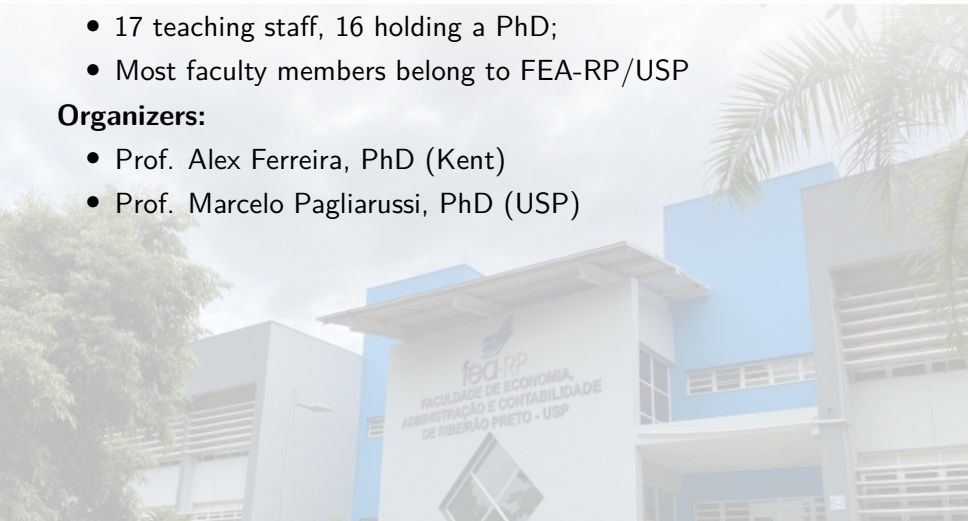
The program is structured around classes, seminars, short talks, cultural visits, and workshops. At the end of the course, students must present an applied or research project related to the program.

# Faculty:

- 17 teaching staff, 16 holding a PhD;
- Most faculty members belong to FEA-RP/USP

## Organizers:

- Prof. Alex Ferreira, PhD (Kent)
- Prof. Marcelo Pagliarussi, PhD (USP)



# Modules

- Agribusiness
- Economics and Brazilian Economy
- Brazilian Accounting
- Doing Business in Brazil
- Portuguese
- Project Development



# Lectures

- Brazilian Agricultural Economics
- Economic and Social Aspects of the Brazilian Economy: An international comparison
- Brazilian Economy: Current Challenges and Future Scenarios
- Brazilian Economy: Foreign Direct Investments and the Challenges in Doing Business
- Reforming Brazilian Federalism: Challenges and Prospects
- Accounting and Financial Management in Regulated Sectors
- Overview of the Brazilian Tax System



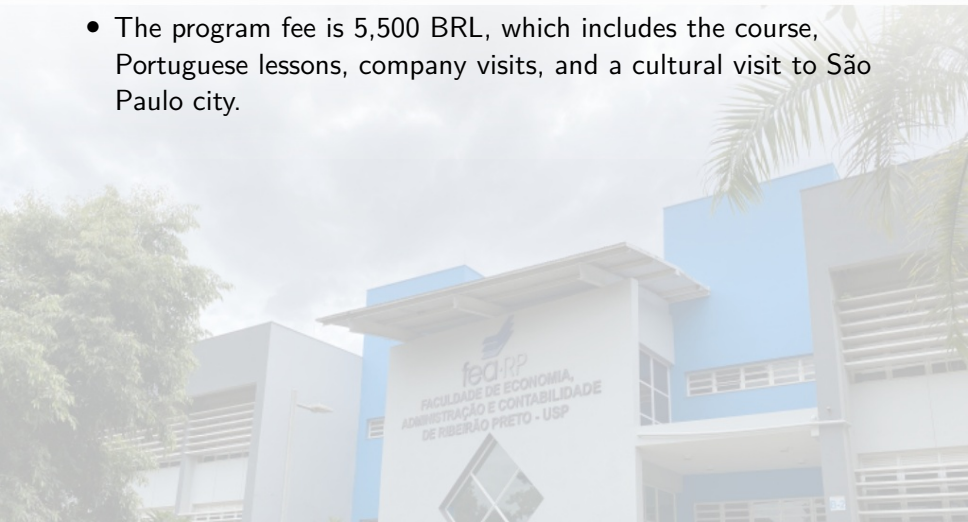
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# Lectures (cont.)

- The Financial System and Accounting in Brazil
- Accountability in the Public Sector in Brazil
- Management Control and Brazilian Culture
- Brazilian Innovation System
- Brazilian Culture and State Redefinition: Administrative Reforms and Public Partnerships
- Neuromarketing for Place Brands: A Study of Brazil's Destination Country Brand
- Exploring Business Process Management: Innovation and Efficiency in Organizations
- Introductory Course in Brazilian Portuguese for Foreigners

# Registrations and Fees:

- The program fee is 5,500 BRL, which includes the course, Portuguese lessons, company visits, and a cultural visit to São Paulo city.





## More Information:

- E-mail:  
International@fearp.usp.br
- From Monday to Friday 8h -  
12h to 14h-18h
- Location: Av. Bandeirantes,  
3900 - Vila Monte Alegre,  
Ribeirão Preto - SP,  
14040-905

