



# W23 STEN 4910-3 : SPECIAL TOPICS IN STEN: STUDY ABROAD TO BRAZIL

*Class meetings*

Fridays 10:00 a.m. – 12:00 p.m.  
Classes begin **Friday, January 6 at 10:00 a.m.**  
Classes are run as meetings and are mandatory. Some classes may run longer as needed, but you will know beforehand.

*Mode of Delivery*

Face to Face OSB207

*Instructor*

Dr. Francine Schlosser  
<https://www.uwindsor.ca/business/423/francine-schlosser-bio>  
<https://www.linkedin.com/in/francineschlosser/?originalSubdomain=ca>

*Office hours*

Wednesdays 11:00 am. -1:00 pm.    *E-mail*    fschloss@uwindsor.ca

*Office*

Office hours either in OSB 443 or virtual by Teams.

Secretary    Dina Labelle

*Extension:*    3094

*E-mail:*    [MGMT-STEN@uwindsor.ca](mailto:MGMT-STEN@uwindsor.ca)

***The Odette School of Business and the University of Windsor sit on the Traditional territory of the Three Fires confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomie.***

## **Calendar Description. Special Topics in Strategic Management and Entrepreneurship**

### **STEN-4910 Special Topics – Study Abroad – Winter 2023**

The mandate of the Winter 2023 Study Abroad class is to develop knowledge of the economy and culture of Brazil, an important emerging country, and to recognize areas of

future Canada-Brazil collaboration. From January until March, the students will learn about Brazil from guest speakers, and by conducting primary and secondary research. Students will prepare for a one week trip to Brazil, scheduled in April 2023.

Weekly class time is a round-table discussion format used for collaboration of ideas and strategy with the rest of the class. Students will be evaluated on participation along with formal reports and presentations. (Prerequisites: Approval of instructor.)

**Bachelor of Commerce (B.Comm.) Assurance of Learning (AoL) Goals and Course Outcomes**

Each Odette Program has learning goals and learning outcomes. Together, these define the knowledge, skills and values possessed by our graduates. This course contributes to the following Bachelor of Commerce Program learning goals through the course learning outcomes:

**Course Learning Outcomes**

<b>B.Comm. Program Competencies</b>	<b>Tested using</b>
<p><b>5. Communication</b>            Graduating students are expected to possess competency in communication. This will be demonstrated by their ability to integrate appropriate forms, styles and techniques of analyses and persuasion to enhance communication intended to either reduce consequences arising from ambiguity, complexity, and unpredictability in various business contexts or to harness their legitimate benefits</p>	<p>Written Stylistics grade of the independent research report</p>

**Secondary Use, Evaluation, Interviews and Focus Groups -- REB Approved**

This course can be expected to be evaluated as part of either an internal or external quality assurance process and for reporting requirements to funding agencies, and as research data for scholarly use. As a student in this course, your online student data (e.g., data from Blackboard) will be used for evaluating the course delivery and your engagement in various aspects of the course. Evaluation will only occur after final grades have been submitted and approved, so it will not have an effect on your grade. These course data provide information about your individual course usage and activity during the time that you are enrolled. Your anonymized, aggregated data may also be used in the future in reports, articles or presentations.

During the final weeks of the course, you may also be invited to participate in further research about the course. If you decide to participate, you may be asked to fill out anonymous online questionnaires that solicit your impressions about the course design and student learning in the course. The survey participation is voluntary, and no questions of a

personal nature will be asked. Your participation will have no effect on your grade, and your instructor will not know who participated in the surveys.

Finally, at the end of the survey, you may also be asked if you want to participate in a focus group or in interviews after final grades have been assigned. The purpose is to gather yours and other student opinions about specific course delivery methods and technologies used. Again, participation is voluntary.

## **Learning Resources**

Course materials are found on the BlackBoard portal (details to be discussed in class). A non disclosure agreement must be signed before you can access the portal. We use BlackBoard as a project management portal. All previous class projects are also posted and available to help you. Please note that we encourage you to build upon previous organizational knowledge; however, you must acknowledge the use of any other students' work in your report. Use of the BlackBoard system is mandatory; it is the means by which progress can be tracked and measured. The system is also confidential and more secure than other file-sharing portals.

## **Recommended Reading Materials (these are all on the course Brightspace):**

1. OECD, Sustainability Policies and Practices for Corporate Governance in Brazil 2022
2. OECD, Review of Health Systems, Brazil 2021
3. Lattimore, R. and P. Kowalski (2008-04-24), "Brazil: Selected Trade Issues", OECD Trade Policy Papers, No. 71, OECD Publishing, Paris. <http://dx.doi.org/10.1787/241748572358>
4. OECD Economic Surveys: Brazil 2020
5. OECD SME and Entrepreneurship Policy in Brazil 2020
6. Arnold, J. M. and Bueno, M. How Effective are Different Social Policies in Brazil? A Simulation Experiment. OECD Economics Department Working Papers No. 1662
7. World Bank Group Report, Brazil Human Capital Review, 2020
8. World Bank Group, Report No. 113259-BR 2017 Country Partnership Framework for Brazil.
9. World Bank Group, Report No. 143636-BR 2022 Performance and Learning Review for the Country Partnership Framework for Brazil.
10. ECLAC ILO Employment Situation in Latin America and the Caribbean, 2022

This course will be subject to the terms and conditions for all Odette School of Business courses. These terms are posted on the UWindsor Odette website ([www.uwindsor.ca/business](http://www.uwindsor.ca/business)) for your convenience.

## **Students**

Andrew Kopcok [kopco111@uwindsor.ca](mailto:kopco111@uwindsor.ca)  
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Jack Gesuale [gesualej@uwindsor.ca](mailto:gesualej@uwindsor.ca);

### **Project Manager:**

Bruno Taira [taira@uwindsor.ca](mailto:taira@uwindsor.ca)

### **Unifesp Host Professor:**

Dr. Marcia Carvalho de Azevedo [marcia.azevedo@unifesp.br](mailto:marcia.azevedo@unifesp.br)

### **Assignments**

#### ***Duolingo Brazilian Portuguese Levels 1, 2, 3 = 5% INDIVIDUAL***

Students will be expected to learn a modicum of Brazilian Portuguese during the course. The mark will be assessed by screenshot of the certificate of completion must be provided prior to April 21, 2023.

#### ***Brazilian Research Sector Summary Paper and Presentation = 25% GROUP***

Students will work in pairs to choose a topic for their research, based on their own interests and career goals. Topics have been agreed upon with students and assigned by Dr. Schlosser. The research must be focused on understanding how the sector works in Brazil and how it is similar/different than Canada. Students should offer implications for Canada's ongoing and future relationship with Brazil. The topics are: Economic environment/business environment, Employment/human capital, Health, Sustainability/green economy/clean energy, Entrepreneurship. Students should refer to the recommended readings to start with, and augment their research through other sources online and at Leddy.

The 5 page summary will be Times new roman, 12 point font, single spaced with blank lines between paragraphs and headings. The paper should be easy to read and laid out in a professional manner with titles and subheadings. The title, authors, course, date and instructor name, and the 1 paragraph abstract should be combined on the first half of page 1 of 5. The abstract should identify salient issues in the first paragraph, and specify implications and recommendations in the second paragraph. Students will present their papers in class per the attached schedule and email their summaries to the entire class prior to the presentation.

#### ***Research Sector Assignments:***

Healthcare Systems : Julia and Jack

Sustainability and Green: Savanna and Afnan

Employment and Human Capital: Mike and Nathan

Economic and Business Environment: Matteo and Andrew

Entrepreneurship: Josh

***Completion of the University of Windsor TCPS 2: CORE-2022 (Course on Research Ethics). 5% INDIVIDUAL*** <https://tcps2core.ca/welcome>. This is a requirement in order to participate in collecting research and will take you approximately 2-3 hours. PDF the certificate of completion, submit to the course Brightspace. Also keep it for your records.

***Brazilian Expat Interviews (4). 20% GROUP***

Students will work in teams to interview Brazilian Expats who are participating in research being conducted by Dr. Azevedo and Dr. Schlosser. The scheduling of these interviews will take place in January and February 2023. There will be 4 interviews. Students are expected to take notes, record the interviews on Teams and edit transcriptions for accuracy. The transcriptions should be submitted to the interviewee for confirmation within one week of the interview and then to Dr. Schlosser within 2 weeks of the interview taking place. Students will prepare a one page summary of the main themes they observed in their 4 interviews, and we will discuss this in class on March 3, 2023. Note the teams for interviews will be the same as the research summary. *Note that Josh will join Savanna and Afnan for the interviews, and their group will complete 6 interviews all together.*

***Brazilian Experience Introspectives (5) 25% INDIVIDUAL***

Students will document and reflect on their experiences each day in Brazil. The 2-page introspectives for each of 5 days must be completed in the evening of the same day and will be due the following day by 9 a.m. Students must comment on their main learning takeaways from the experience, including what they learned about Brazil and what implications are for Canada.

***Course Introspective. 5% INDIVIDUAL***

Students will prepare a 2-page course introspective, due the final day in Brazil. This is a confidential document, to be emailed to the professor. Students must comment on 1) their contribution (what they accomplished), 2) their main learning takeaways, 3) team dynamics and performance, 4) suggestions for course improvement in future cohorts, and 5) the final course mark they believe they earned.

***Participation***

Student participation is based upon collaborative in-class and group contribution, leadership and initiative, ability to meet deadlines for assigned work, and professional conduct through term. The instructor will seek 360 degree feedback from team members, and from the individual students in their final course introspectives.

A draft code of conduct will be sent to students for review, suggestions, and finally, signature. Students are expected to adhere to this code of conduct throughout their course experience in Canada and in Brazil. They are representing Odette, UWindsor, Canada when they are in Brazil, and their actions also reflect on the reputation of our partner school, Unifesp. This professional code will also form part of the participation mark.

## Course Assignments and Grading Weights

<u>Task</u>	<u>Date</u>	<u>Level</u>	<u>Weight</u>
Brazilian Portuguese Duolingo (1,2,3)	April 21	Individual	5%
Brazilian Expat Interviews (4)	Late January/February, 2023 as scheduled. March 3 due one pager and discussion.	Team	20%
Completion of TCPS 2	January 13 (midnight)	Individual	5%
Research Summaries on Brazil – written summary due, and presentation in class	As assigned through term	Team	25%
Participation, contribution and professional conduct through term	Throughout term	Individual	15%
Introspectives Sao Paulo (5)	April 23-May 2, 2023 tentative dates Mandatory Trip	Individual	25%
Final Course Introspective	April 30, 2023	Individual	5%
<b>TOTAL</b>			<b>100 %</b>

Group-work in this course is subject to assessment and grade adjustment in the event that a group member or group members do not adequately contribute to the completion of the project. However, the nature of the course allows us to communicate and resolve emerging group challenges or individual participation throughout the course.

### **Detailed Class Schedule – see Appendix A**

### **Odette School of Business Policies**

Refer to the Odette School of Business Course Policies document (dated May 2019) for specific information on all the below subjects.

- Academic Integrity and Code of Conduct
- Missed Exams and Late Assignments
- Registration, Adding and Dropping Courses
- Odette School of Business Grade Conversion Scale
- Odette School of Business Grading Policy
- Student Evaluation of Teaching (SET)

The Course Policies document is available electronically on each course Blackboard Learn site and in paper form outside each Area Secretary office on the 4<sup>th</sup> floor of the Odette building.

### **Mental Health Resources:**

“Feeling Overwhelmed? From time to time, students face obstacles that can affect academic performance.

If you experience difficulties and need help, it is important to reach out to someone. For help addressing mental or physical health concerns on campus, contact (519) 253-3000:

- Student Health Services at ext. 7002  
(<http://www.uwindsor.ca/studenthealthservices/>)
- Student Counselling Centre at ext. 4616  
(<http://www.uwindsor.ca/studentcounselling/>)
- Peer Support Centre at ext. 4551

*24 Hour Support is Available*

My Student Support Program (MySSP) is an immediate and fully confidential 24/7 mental health support that can be accessed for free through chat, online, and telephone. This service is available to all University of Windsor students and offered in over 30 languages.

- Call: 1-844-451-9700, visit <https://keepmesafe.myissp.com/> or download the My SSP app: Apple App Store/Google Play.
- A full list of on- and off-campus resources is available at <http://www.uwindsor.ca/wellness>.

Should you need to request alternative accommodation contact your instructor, head or Associate Dean.

## Appendix A: Class Schedule

Date	
January 6	<ul style="list-style-type: none"> <li>• Introduction, develop code of conduct, set buddy teams (2 people), discuss MOOC</li> </ul>
January 13	<ul style="list-style-type: none"> <li>• NO CLASS (FC).</li> <li>• TCPS 2 ethics certificate due</li> </ul>
January 20	Summary Paper and Presentation: Sustainability and Green: Savanna and Afnan
January 27	Summary Paper and Presentation: Healthcare Systems : Julia and Jack
February 3	Virtual presentation by our partner Dr. M. Carvalho de Azevedo, from Unifesp
February 10	Virtual presentation by Senior Trade Commissioner in SP. Anouk Bergeron-Laliberté Consul and Canadian Senior Trade Commissioner in Brazil Consulate General of Canada / Consulat Général du Canada <a href="http://www.brasil.gc.ca">www.brasil.gc.ca</a> / <a href="http://www.brazil.gc.ca">www.brazil.gc.ca</a> / <a href="http://www.bresil.gc.ca">www.bresil.gc.ca</a>
February 17	Summary Paper and Presentation: Employment and Human Capital: Mike and Nathan
February 24	READING WEEK – NO CLASS
March 3	Summary Paper and Presentation: Economic and Business Environment: Matteo and Andrew  Discussion of Brazilian expat interviews
March 10	NO CLASS (FC)
March 17	Summary Paper and Presentation: Entrepreneurship: Josh
March 24	Presentation from Brazilian students – virtual about Brazil social/economic/cultural highlights. <i>NOTE THAT THIS CLASS MAY START EARLIER OR END LATER. THERE ARE 12 BRAZILIAN STUDENTS PRESENTING. TBA.</i>
March 31	<ul style="list-style-type: none"> <li>• <b>Final Class – finalization of travel plans</b></li> </ul>
April 24- May 2	<ul style="list-style-type: none"> <li>• São Paulo, Brazil</li> </ul>