

Program Content	Class Hours
<b>Year 1 – Fia Business School</b>	
Gestão Estratégica (Strategic Management)	24
Métodos Quantitativos e Tomada de Decisões (Quantitative Methods and Decision Making)	12
Análise Econômica, Cenários e Previsão para os Negócios (Economic Analysis, Scenarios and Forecasting for Business)	24
Gestão de Pessoas e Mudanças (Managing People and Change)	24
Gestão Financeira e Valor (Financial Management of Value)	24
Alcançando a Excelência Operacional em Serviços e Manufaturas (Achieving Operational Excellence in Service and Manufacturing)	12
Fundamentos de Métodos Quantitativos (Fundamentals of quantitative analysis) Curso EAD Harvard	40
Fundamentos de Contabilidade e Finanças (Fundamentals of accounting and finance) Curso EAD Harvard	40

## Year 2 – International Disciplines (together with students from other countries)

### Canadá - Simon Fraser University

Negociação Internacional e entre Culturas (International Negotiation Across Cultures)	32
Gestão Multicultural (Multicultural Management)	32

### Brazil, FIA Business School

Responsabilidade Social Corporativa: Uma estratégia integrativa (Corporate Social Responsibility: an integrative strategy)	32
Gestão Estratégica para mercados emergentes (Strategic Management for emerging markets)	32

### México - ITAM - Instituto Tecnológico Autônomo do México

Competitividade Internacional (International Competitiveness)	32
Desenvolvimento de Empresas familiares (Developing Competitive family firms)	32

### USA - Owen Graduate School of Management - Vanderbilt University

Inovação (Innovation)	32
Criação e Lançamento de Empreendimentos (Creating and Launching the Venture)	32

## Year 2 – Brazil, FIA Business School – Final Projects

Projeto Multicultural Integrado (Integrated Multicultural Project) an international Project executed across borders with international executives.	32
Metodologia de Pesquisa, Consultoria e Técnica de Comunicação (Research Methodology, consulting and communication skills) – in class and individual orientation.	12
Trabalho de Conclusão de curso (Final Project): an applied individual project, done in your company or business.	100

Partner Schools:



BUSINESS SCHOOL

R. José Alves Cunha Lima, 172  
Butantã | São Paulo | SP  
CEP 05360-050  
Tel. 11 3732-3520

## Class schedule:

The schedule is designed for busy working professionals, who can continue to perform with high standards at their current jobs while developing new international competences. For the class starting in May 2011: The first year requires class attendance in São Paulo every 15 days, on Fridays (2-8pm) and Saturdays (8:30am-2:30pm) every two weeks.

In the second part of the program there are four intensive nine day modules in Brazil, Canada, USA and Mexico, (8:30am-6:30pm) together with students from the partner universities. In 2012 there will be two sessions, in August and October (Canada and Brazil). The two last sessions will be in February and April of 2013 (Mexico and the USA).

Additionally, in 2012-2013, FIA participants will engage in the multicultural project, and will develop their individual applied project, which can focus on a company or an individual business application. During the program, an individual study commitment of 8 to 10 hours per week is expected outside of class hours.



# Americas MBA



## Four Countries, Four Schools, One great Program

The Americas MBA is a joint MBA developed by FIA, ITAM, Simon Fraser University and Vanderbilt University, that offers an international MBA with emphasis on the four major economies of the Americas, integrating students in Brazil, Mexico, Canada and the USA.

The course prepares executives for leadership positions in international companies, providing in depth knowledge of management concepts as well as of the economy, culture and management models of the Americas. With all classes in English, the program is conducted in one year of Friday and Saturday classes every two weeks in Brazil, covering the core concepts of an International MBA, followed by four intensive one week study modules in Canada, USA, Mexico and Brazil during the 2nd half of the course. These modules consist of joint immersions with students from top business schools in each of the four participating countries.



With this innovative model, the program provides the basis for an international career from a solid conceptual core subject foundation, bolstered by a strong international experience with over 270 hours of classroom work with international executives. The experience in international projects and case studies is of great value both for individual participants and for companies which need to develop top level international management teams.

For the students, creating a diverse network in a group with approximately 45 executives from other across the Americas, the largest and most dynamic market in the world, will reinforce international careers and develop strong leadership capabilities for international projects.

For sponsoring companies, this program offers a unique opportunity to develop teams based in the most important markets in the Americas who can work across borders on joint projects, as well as developing a strong common base of management knowledge and understanding of intercultural issues that affect companies performance.

Our Brazilians students are typically 30 to 35 years old, with 6 to 10 years of professional experience. The complete class has a multicultural profile with around 75% of students coming from outside Brazil.



The course involves a very practical approach and promotes the immediate implementation of results in the participants companies. Lectures and exercises require intense participation, teamwork and case studies are strongly emphasized. Simulations and distance learning methods are used, in addition to individual counseling; case studies are used through an agreement with Harvard. In the final step of this course is developed a project with a multicultural team consisting of Canadians, Mexicans, Americans and others.

The FIA professors are mostly Ph.Ds graduated from USP (University of São Paulo) and professionals from industry with post graduate programs in Brazil and abroad. Each of the partner schools in Canada, Mexico and the U.S. involve this program some of their top teachers with practical experience in business and strong academic qualifications.

Visit our website for more information and enrolment [www.fia.com.br/americasmba](http://www.fia.com.br/americasmba) to fill the registration form for the interview in the selection process.

## FIA BUSINESS SCHOOL



FIA was created in 1980 by the faculty of the Business Administration Department of the University of São Paulo (FEA/USP), as a not for profit foundation, Fundação Instituto de Administração, offering graduate education, research and consulting to companies and government organizations.

FIA Business School pioneered Executive MBA programs in Brazil in 1993, becoming one of Latin America's top ranked business schools and the only fully Brazilian Executive MBA ranked among the best in the world by the Financial Times of London. Internationally accredited by the London-based Association of MBAs (AMBA), FIA was chosen in December 2010 as the "Most Innovative Business School in South America" by European CEO Magazine.

Over 5000 executives have graduated from FIA's MBA programs, many with outstanding job positions in Brazilian and International companies, and it's Executive MBA graduates are ranked among the Top 10 most experienced students in the world, according to the Financial Times Executive MBA rankings.

FIA Business School is situated in São Paulo, on a plateau, around 800 meters (2,621 ft) above sea level, but only 70 kilometers (43 mi) from the Atlantic Ocean, across the "Mata Atlântica" forest. With 17 million inhabitants, the city is not only Brazil's largest, but also it's most dynamic business center, headquarter to the majority of multinational companies in Brazil, and is a multiethnic and cosmopolitan city in terms of cultural life, gastronomy, business and leisure opportunities.



São Paulo

## SIMON FRASER UNIVERSITY



In just four decades, Simon Fraser University, located in Vancouver, British Columbia, has earned an international reputation for innovative teaching, advanced research and community engagement. With three campuses located in Metro Vancouver, SFU is home to more than 940 permanent faculty members and more than 34,000 undergraduate and graduate students.

SFU's Beedie School of Business is home to Canada's first Executive MBA program, founded in 1968. The school is a Canadian leader in global business teaching and research and was recognized in 2010 for being one of the Top 40 business schools globally for international business research. No university in Canada is as outward looking and as connected to the communities it serves. The university is ranked by *Maclean's*, Canada's national news magazine, as the top comprehensive university in the country.

**Canada:** A relatively affluent society, Canada offers a market-oriented system similar to that of the U.S. Combined with low tax rates, its strategic location as the crossroads between North America and Asia, and a sophisticated transportation infrastructure, Canada has been named the #1 place to do business in the G7 through the year 2014 by the Economic Intelligence Unit.



Vancouver

## VANDERBILT UNIVERSITY



Vanderbilt University, located in Nashville, Tennessee, is a private research university offering undergraduate programs in the liberal arts and sciences, engineering, music, education and human development, as well as a full range of graduate and professional degrees, many of which are recognized as among the best in the world by publications such as *U.S. News & World Report*, *Financial Times*, *the Wall Street Journal*, *Bloomberg Businessweek* and *Kiplinger's*.

The Owen Graduate School of Management offers several highly regarded master's programs, including a full-time MBA and an Executive MBA as well as one-year graduate degree programs in Finance, Accounting and Health Care Management. The school's executive programs are well known for their focus on strategy, leadership and advanced financial frameworks.

**USA:** As a market economy with strict regulatory oversight, the United States is balanced between privately held and publicly traded companies. The United States has the largest GDP in the world, comprising approximately 24 percent of the gross world product. A relatively affluent society, the country ranks ninth in the world in per capita GDP. The U.S. is the largest importer of goods in the world and the third largest exporter.



Nashville

## ITAM



The Instituto Tecnológico Autónomo de México located in Mexico City is one of the nation's preeminent institutions of higher learning and the best private university in Mexico according to *El Universal*. It lays claim to the best undergraduate Accounting, Business, International Relations and Economics school in Mexico City according to *Reforma*, as well as the best Business School in Latin America according to *America Economía* (2007, 2008 and 2010).

A leading player in the Mexican Executive Education Market for over three decades, ITAM provides top-quality open and custom programs to executives in the private and public sectors. In 2005, ITAM became a European Quality Improvement System (EQUIS) accredited member of the European Foundation for Management Development.

**Mexico:** An interesting facet of the Mexican economy is the preponderance of family-owned businesses. With the introduction of NAFTA, this landscape is changing; as family-owned businesses are looking to grow and become players in the global market, they are adopting more traditional ownership forms or entering into partnerships with transnational companies.



Mexico City



The MBA degree will be awarded by FIA Business School for the participants that successfully complete the core program at FIA and the International modules at each of the four partner universities. FIA is accredited by AMBA, The Association of MBAs, with headquarters in London and by MEC (Ministry of Education) in Brazil as a provider of "pós graduação lato sensu", which is the legal certification of MBAs in Brazil. The four partner institutions will provide additionally a joint certificate for the international modules taken during the program.