

A row of various national flags flying on tall poles against a clear blue sky with a soft sunset glow. The flags are diverse in color and design, including the flag of Argentina, the flag of the United Kingdom, the flag of the United States, and the flag of the European Union. The scene is captured from a low angle, looking up at the flags as they flutter in the wind. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "STUDY TOUR BRIEFING" in white, serif, all-caps font.

STUDY TOUR BRIEFING



INTRODUCTION

AGENDA

- 1. Welcome by your Lead Academic: Dr Renee Horne/Dr Simphiwe Goba**
- 2. Brazil Team Coordinators: Prof Aldo Brunhara/Ms Sabrina Schaustz**
- 3. International Programmes details: Dr Renee Horne/Prof Aldo Brunhara**
- 4. International Programmes QR Scan for coursepack: Mr Steve Van Der Walt**
- 5. Travel Specialist: Passport/Covid 19 Protocol and Visa: Ms Ursula Tadford-Craig**
- 6. Q&A**

WBS takes your wellbeing seriously. Due to Covid 19 travel restrictions dates may vary. WBS will keep you informed on any changes to your travel.



Dr. Renee Horne



Prof. Aldo Brunhara, PhD

Email: aldo.brunhara@ibs-americas.com



Dr. Simphiwe Goba

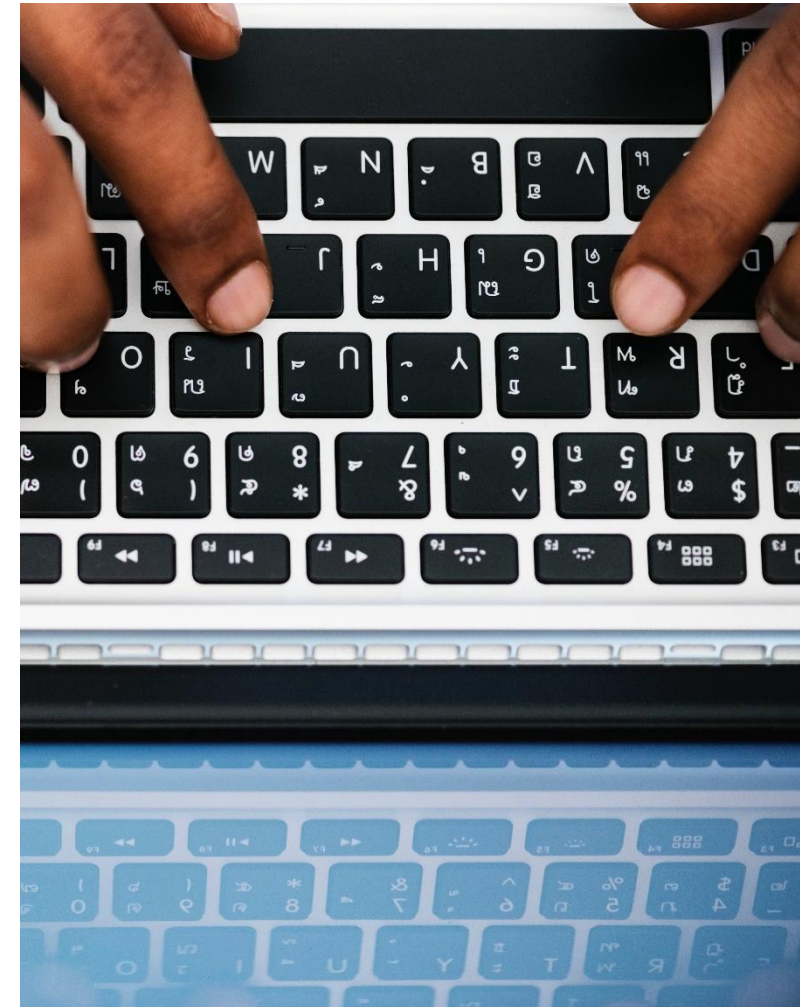


Sabrina Schaustz

Email: sabrina.schaustz@ibs-americas.com

Important Information:

- Indemnity form: Please sign and return (link provided)
- Standing orders: Please sign and return tonight (link provided)
- Ties (gentleman) and Scarves (ladies) wear during company visits.
- Course schedule & name tags on lanyard with QR scan (link provided)
- Travel Insurance (Email from WBS)
- Air tickets will be sent via email from Ms Ursula Tadford-Craig





WITS

WITS
UNIVERSITY



WBS
Wits
Business
School
50
years of
Soulignia alibi leader

WHAT PERCENTAGE OF YOUR STUDY TOUR COMPRISES OF FUN....

What is a study tour?

- **Global Study Tours consist of 80% company or institution visits, 10% cultural immersion and 10% spare time.**
- **Study tours are designed to be both fun and educational.**
Our groups enjoy the local cuisine, socialise, and make use of the local recreational and cultural resources of the areas that we visit. However, study tours are NOT party trips.
- **A study tour is a travel experience with specific learning goals.**
The learning outcomes of each study tour vary, but are always provided in the course outline that is distributed to each student. Study tours emphasize experiential learning and offer both group and self-directed activities that enable students to explore new territories, cultures, people and business models.
- **Traveling with one of our groups**
- No worries or hassles about where to stay, how to get there, or even checking in!
- The itineraries are designed to maximise your overall experience.





What are the benefits?

- **New ways of thinking about and doing business.**
- **Access to a network of the top students and businesses around the world.**
- **An opportunity to immerse yourself in a different culture, to use the exchange school as a central base for international travel.**
- **Job opportunities.**

TRIP OVERVIEW

- All company visits, group lunches/working dinners and cultural activities are compulsory.
- Most lunches and working dinners will be paid for by the school.
- Working dinners/cocktail functions refer to guest speakers or fellow MBA students in attendance and provides the opportunity for you to network.
- The schedule is very tight so we need to be prompt.





You will receive a WhatsApp
Announcement daily regarding the
schedule.



ASSESSMENT AND ATTENDANCE

- Complete all assessments
- 100% Attendance to lectures, company visits and cultural activities.
- Failure to comply with this policy will result in an automatic failure off programme. A record of attendance at each prescribed activity will be kept by the Lead academic and will be submitted to the International Office as a formal record.

Assessment

- Individual Assignment (75%)
- Amazing Race (25%)

THE AMAZING RACE ASSESSMENT





Individual Assessment (75%)

These assignments relate to the following MBA themes: Context in African and other dynamic emerging market economies, sustainability and entrepreneurial action.

Purpose: Based on the above MBA core themes, students will be exposed to experiential and on-site learning; thus, students will need to contextualise the selected country and company in line with strategic management decisions.

During your trip, you are required to address the following issues:

Is Brazil a suitable market for your organisation to enter for ONE of the industries discussed during your lectures in Brazil?

(Choose one industry ONLY.) You may also choose an industry that was not discussed, but with which you are familiar.

Some of the key issues to consider for this brief, are:

Should your company enter Brazil? Why, or why not? Motivate the reasoning and rationale for your decision.

What business opportunities and challenges are present in Latin American countries?

What are the cultural implications that your company may need to consider when entering these markets?

Instructions:

Your report must be 2 to 3 pages long (without references and appendices).

Use 1.5 line spacing and a 12-point font.

Please ensure that you reference correctly, as per the WBS guidelines.

Penalty for late submission: For every calendar day, or part thereof, that your assignment is late, 10 % will be deducted from your marks.

DEADLINE: 27 March

BUSINESS ETIQUETTE

- WBS has provided gentleman with ties and ladies with scarves (please wear white shirt and the above for formal company and institution visits)
 - Suits for men with subtle colors are the norm.
 - Subtle, neutral colors should be worn by both men and women.
- Casual dress should be conservative (applicable to country visited).
- Men and women can wear jeans for cultural visits, however, jeans are not acceptable for business meetings.
 - Please ensure that you have your business cards.
- All mobiles to be switched off during company and institution visits. Please do not ask for Wi-Fi passwords unless provided.
 - Gifts will be provided to the hosts as a token of our appreciation. WBS will provide these gifts.

Online Course Pack

Brazil

Scan this QR code or follow the link to access the digital event schedule



<https://rgkit.co/wbsbrazil>

Please direct any questions to your academic lead

The Course Pack is available online at <https://rgkit.co/wbsbrazil>

Alternatively, you can scan the QR code on your name tag. iPhones and newer Android phones have a QR code scanner built into the camera, if your camera does not have a QR code scanner, download one from the Play store.

Your readings, assignments and schedule are available in the online course pack.

Links to the Indemnity and Standing Orders forms are also in the online Course Pack, please fill in those forms before you leave on your tour

TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL



| FLIGHT DETAILS | | | | | | | | |
|----------------|-----------|--------|------|----------------|-----|----------------|--------|--------|
| Day | Date | Flight | From | | To | | Depart | Arrive |
| Fri | 01 MAR 24 | LA8059 | JNB | Johannesburg | SAO | Sao Paulo | 13:40 | 19:00 |
| Fri | 01 MAR 24 | LA3833 | SAO | Sao Paulo | SDU | Rio de Janeiro | 21:20 | 22:25 |
| Mon | 04 MAR 24 | LA3947 | SDU | Rio de Janeiro | CGH | Sao Paulo | 20:40 | 21:50 |
| Sat | 09 MAR 24 | LA8058 | GRU | Sao Paulo | JNB | Johannesburg | 17:25 | 07:05# |

TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL



No PCR tests needed before departure or for return (at this stage).

Masks to be worn during some visits or lectures.

Proof of accommodation and flight tickets to be carried with you through immigration (sent by Ursula).

Yellow fever Vaccination required at least 10 days before departure.

Credit card and Forex card recommended over cash.

Take head of transfer times and departures – the bus will leave you behind.

Luggage - allowed 1 bag of max 23kgs for checked in and 7kgs for carry on.

Baggage wrap available at OR Tambo for R100.00 per bag - cash only.

No liquids, aerosols or gels over 100ml allowed in your carry on luggage.

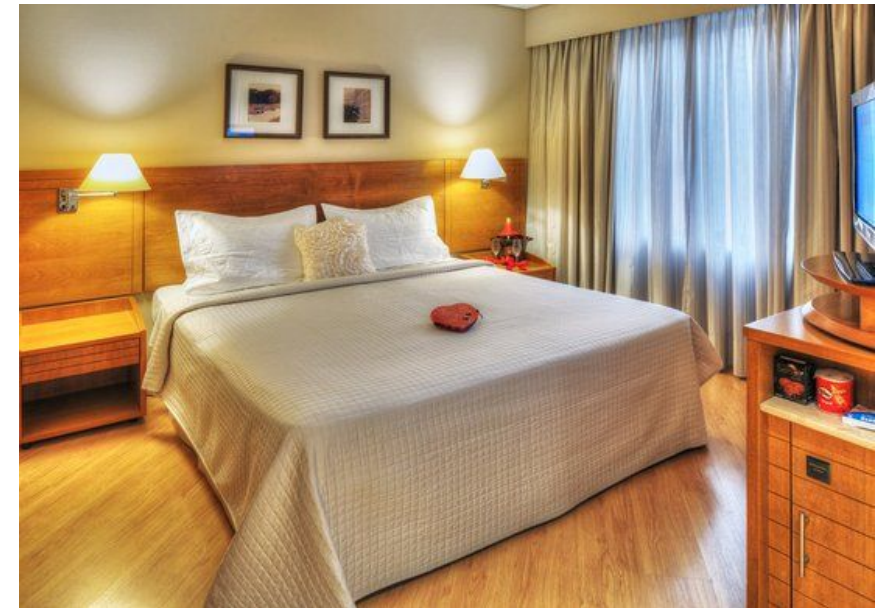
Please be at the airport by the latest 09:30 am on 1st March - Latam counters are in Terminal A.

Check in online 48 hours before departure - may only be able to print boarding pass at airport.

Hilton Copacabana



Transamerica Executive Paulista





DRESS CODE



TOUR REPS



The World is at your doorstep!

WBS

QUESTIONS



TAP INTO YOUR PROGRAMME

QR SCAN

Link provided in Chat.

PLEASE Complete the forms





Thank you