



**Brazil GLOBAL STUDY TOUR BRIEFING**  
**14 March 2025 - 22 March 2025**



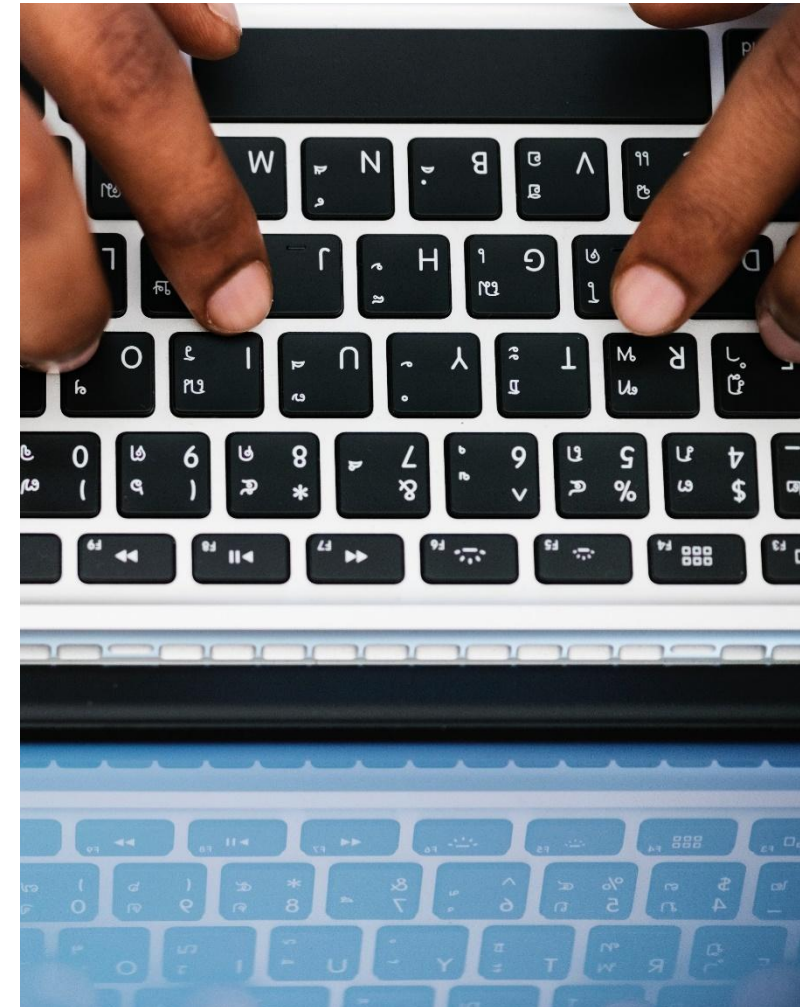
# INTRODUCTION

- 1. Overview of International Business and Assessments**
- 2. Welcome: Lead Academics - Dr Renee Horne and Dr Manamela Matshabaphala**
- 3. International Programmes details**
- 4. International Programmes QR Scan for coursepack**
- 5. 5. Travel Specialist: Passport/Covid 19 Protocol and Visa:**
- 6. 6. Q&A**

*WBS takes your well being seriously. WBS will keep you informed on any changes to your travel.*

# 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



# WHAT IS INTERNATIONAL BUSINESS?



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

WBS

# 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.**

# 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.



# 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.

# Assessments

Assessment		Mark	Assignment Deadlines
Standing Orders and Indemnity Forms	1	0%	06 March 2025
Pre-Trip Assessment (Individual Assignment)	2	40%	11 March 2025
On-field syndicate assignment	3	30%	15 March 2025
EQ Assessment (Multiple Choice Questions)	4	30%	End of trip
<b>Total</b>		<b>100%</b>	

# Assessment ONE

The purpose of this assessment is to familiarise and fully acknowledge the rules, standing orders, code of conduct and indemnity forms for the global study tours.

## Assessment

Participants are required to read and fill in the rules, standing orders, code of conduct and indemnity forms for the global study tours.

Student Commitments, Indemnity and standing orders - WBS International Programmes ([wbsstudytours.co.za](http://wbsstudytours.co.za))

**Submission Deadline: 06 March 2025**

# Assessment TWO (Part 1 OF 1)

The purpose of this assessment is for the participant to demonstrate through various models and theories, the necessary competencies in International Business knowledge.

**Mark allocation:**

Criterion	Mark Allocation %
Application to the integration of theories developed and learnt throughout the MBA programme	35
Application of the theory to the relevant case study selected	35
Research and use of relevant data to complement situation analysis	20
Presentation: Referencing, style, etc.	10
<b>TOTAL</b>	<b>100</b>

**Submission deadline: 11 March 2025**

## Assessment TWO (Part 2 OF 2 )

### Question 1: (10 marks)

Peng and Meyer (2019), A country's institutions establish the formal and informal rules for operating in that country. Companies operating internationally need to know these because these 'rules' differ between countries, and because they shape greatly what can be achieved and what is not possible in a country. Institutions can be formal or informal. Formal institutions consist of laws, regulations and rules. Informal institutions consist of norms, cultures and ethics. Describe ONE of your host country's economy. Is it a market, command, or mixed economy?

### Question 2: (15 marks)

Executives seeking to succeed in global markets should take into account different cultures of nations. In 1980, Geert Hofstede developed the cultural dimensions model. Since then, it has been applied widely by organizations. Using Hofstede's model, provide the various dimensions, within the context of your host country and explain the importance of culture when operating in cross border business.

### Question 3: (15 Marks)

Douglas, Wind and Pelmutter (1973) advocated four approaches (EPRG) of International Business as follows:

- Ethnocentric Approach
- Polycentric Approach
- Regiocentric Approach
- Geocentric Approach

Provide TWO company examples of TWO of these approaches in your host country.

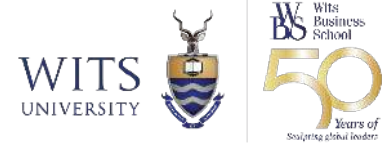
## Field-based Syndicate Assignment (Amazing Race) (GL 4): 30%



The purpose of this assignment is for you to think quick on your feet. It's fun and interesting. You will be allocated a syndicate group in your host country(ies) and will need to work as a team. The purpose of this assignment requires you to think out of the box and familiarise yourself with the environment. As a suggestion, download maps; know the history of the country, all online attractions and all modes of transport.

**Submission deadline: 15 March 2025**

## Assessment Four (GL 3): 30% (End of Tour)



The purpose of this assessment is for participants to understand the importance of behaving ethically in their professional lives. Participants are required to fill in a self EQ Assessment, subsequently the respective Lead Academic will provide an overall score.

**Submission deadline: End of tour**



# Academic Leads and Programme Directors

Dr Renee Horne/Dr Manamela Matshabaphala/Prof Aldo Brunhara



# 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.





# YOUR PROGRAMME

Course pack link provided

Found on Ulwazi and QR Code





You will receive a WhatsApp  
Announcement daily regarding the  
schedule.



## TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL

FLIGHT DETAILS								
Day	Date	Flight	From		To		Depart	Arrive
Fri	14 MAR 25	LA8059	JNB	Johannesburg	SAO	Sao Paulo	15:15	20:00
Wed	19 MAR 25	LA3924	CGH	Sao Paulo	SDU	Rio de Janeiro	17:20	18:25
Sat	22 MAR 25	LA3349	GIG	Rio de Janeiro	GRU	Sao Paulo	18:30	19:40
Sat	22 MAR 25	LA8058	GRU	Sao Paulo	JNB	Johannesburg	22:50	12:25#

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 11:15 am on 14 March - Latam counters are in Terminal A.

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

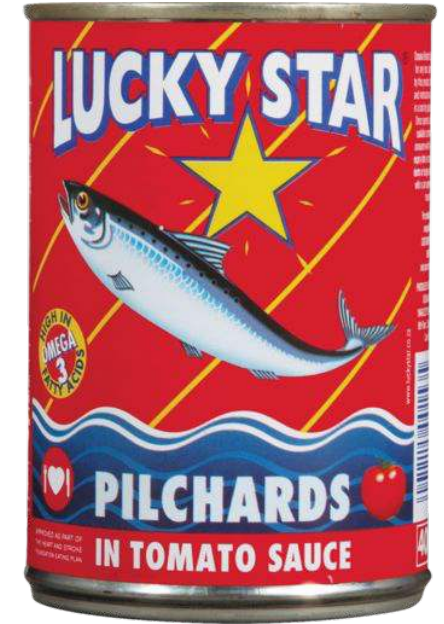


**Wyndham Sao Paulo Paulista**



**Hotel Rio Othon Palace**

# A Little Piece of South Africa





# TAP INTO YOUR PROGRAMME

QR SCAN

Link provided in Chat.

# PLEASE FILL IN YOUR PROFILE





DRESS CODE



**TOUR REPS**



The World is at your doorstep!



# QUESTIONS





Thank you