

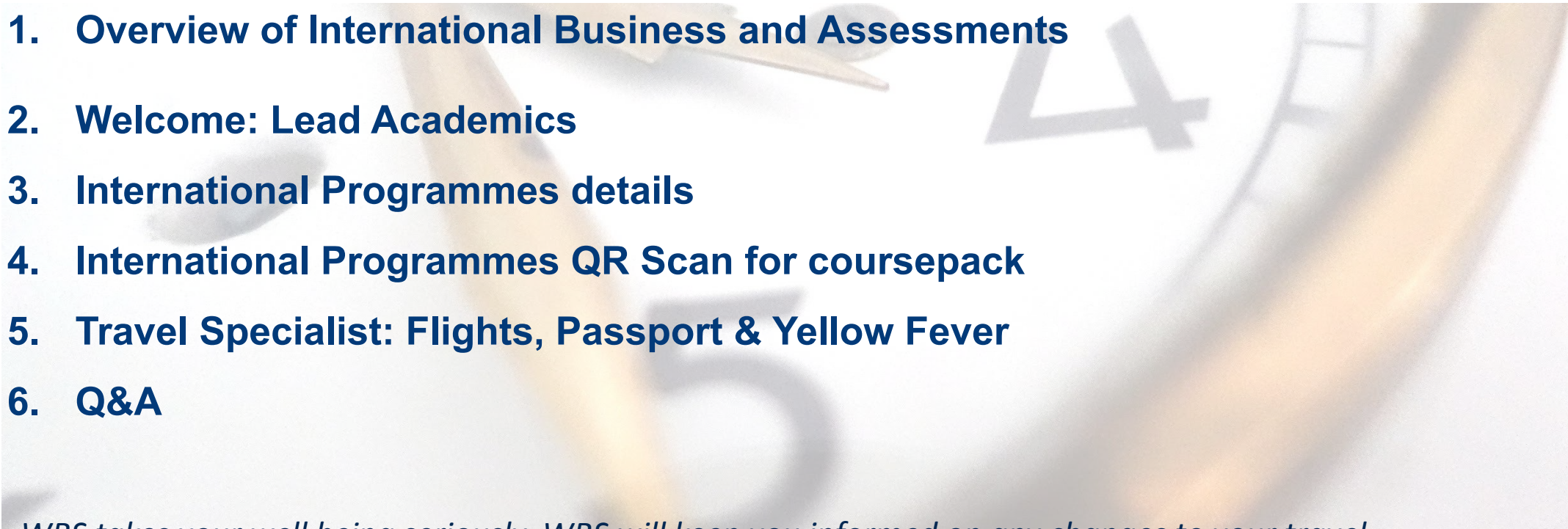


STUDY TOUR BRIEFING

Sao Paulo, Brazil - 07-15 Nov 2025



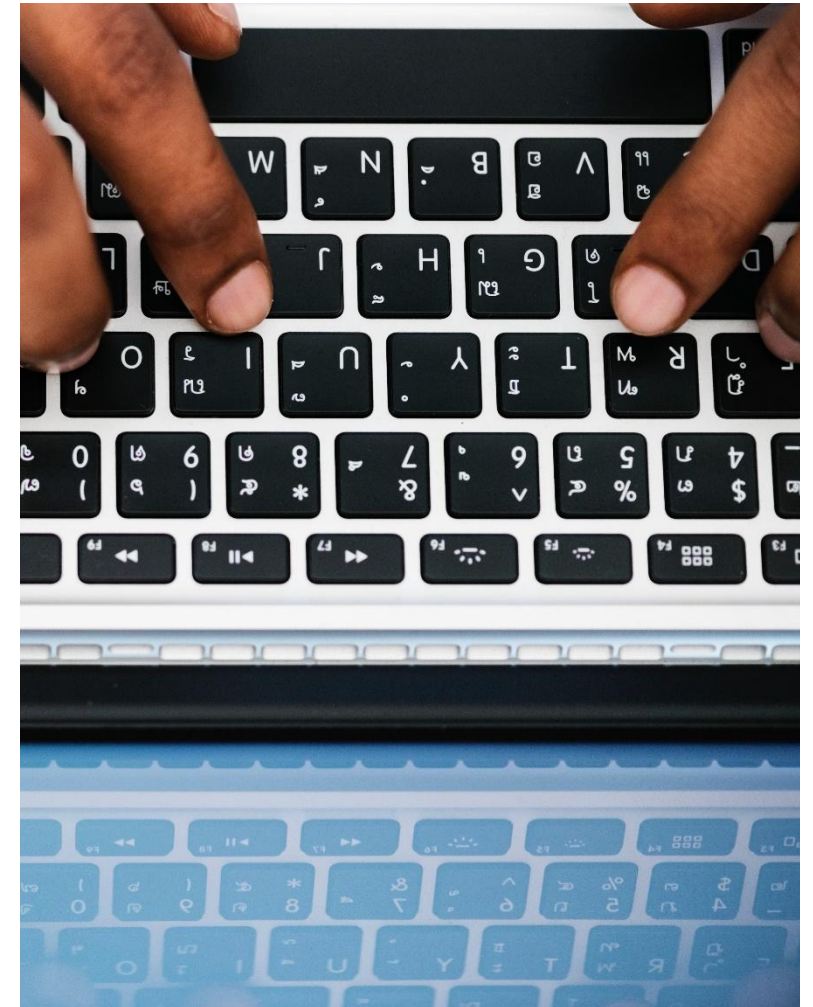
INTRODUCTION

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1. **Overview of International Business and Assessments**
 2. **Welcome: Lead Academics**
 3. **International Programmes details**
 4. **International Programmes QR Scan for coursepack**
 5. **Travel Specialist: Flights, Passport & Yellow Fever**
 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.

FOUND ON ULWAZI

Assessment		Mark	Assignment Deadlines
Standing Orders and Indemnity Forms	1	0%	19-25 October 2025
Pre-Trip Assessment (Individual Assignment)	2	40%	31 October 2025
On-field syndicate assignment	3	30%	Check course pack
EQ Assessment (Multiple Choice Questions)	4	30%	End of trip
Total		100%	

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)

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
TOTAL	100

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.

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.



Academic Leads and Programme Directors



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.



FLIGHT DETAILS								
Day	Date	Flight	From		To		Depart	Arrive
Fri	07 NOV 25	LA8059	JNB	Johannesburg	SAO	Sao Paulo	15:15	20:00
Sat	15 NOV 25	LA8058	GRU	Sao Paulo	JNB	Johannesburg	22:55	12:25#

TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL

Please be at the airport by the latest 11:15 on 07 Nov - LA counters are in Terminal A.

Please come see me first so I can hand you your luggage tags and printed vouchers.

Proof of accommodation and flight tickets to be carried with you through immigration.

Please ensure your Yellow Fever card is with you at all times as they will ask for it at check in and immigration here and in Brazil.

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 each for checked in and 7kgs for carry on

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

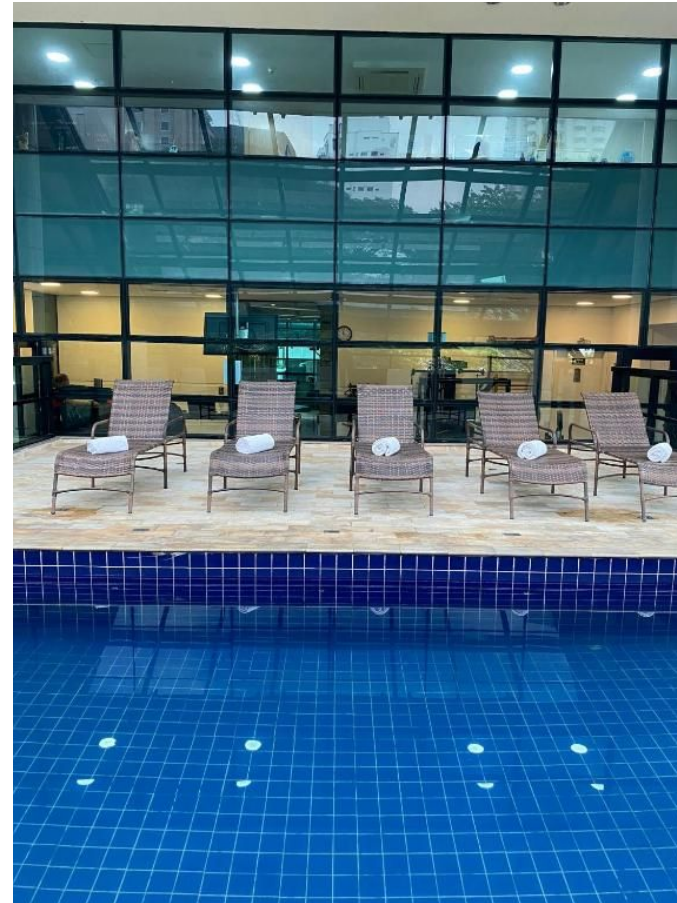
No liquids, aerosols or gels over 100ml allowed in your carry on luggage.

Remember to print out your travel insurance received from WBS.

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

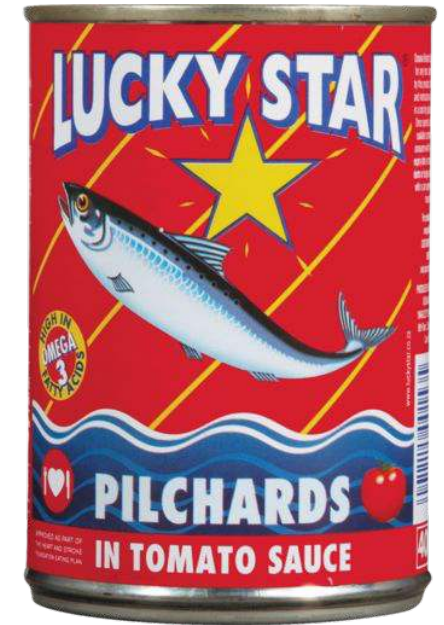
You should be able to request your seating now at a charge or wait for online check-in to open for free seating.

Esims: <https://www.airalo.com/global-esim>



Blue Tree Premium Paulista, Sao Paulo

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