

Lehrstuhl für  
International Business and Society Relations  
mit Schwerpunkt Lateinamerika  
Prof. Gardini, Ph.D.

Lehrveranstaltung im Wintersemester 2017/18

## **Blockseminar: Business in Brazil**

Lecturer: Dr. Christina Stolte

**Venue: December 1+2, 2017, Room FG 3.023 (Findelgasse), 10-16h**  
→ coordination meeting (for selection of topics): November 06, 14h, Room 1.036

**Sign-up via StudOn**

### **Content:**

Brazil is the ninth biggest economy in the world and a member of the BRICS group of emerging markets. As the biggest economy in Latin America it has been among the world's most popular destinations for foreign direct investment. For German companies it has been a major destination for investment, making the South American market one of the biggest outposts of German business in the world.

Despite its attractiveness, however, Brazil's market is considered to be a very complex business environment. In addition, after a decade of growth Brazil has been facing fierce economic problems over the past years and has been struck by the biggest corruption scandal in its history.

The seminar will examine Brazil's economic basis, the business environment and the country's structural economic problems that keep it from fulfilling its growth potential. Beyond the study of Brazil, the seminar will give insights into the broader topic of emerging markets by drawing comparisons between Brazil and its BRICS peers.

### **Learning objectives and skills:**

The students will:

- acquire the skills to assess the economic conditions and business dynamics of Brazil
- gain insights into a Latin American economy and will learn to evaluate the potentials and pitfalls of economic engagement in this emerging economy

