



**North Park University**  
**School of Business and Nonprofit Management**  
**International Experience 2018**  
**Sao Paulo, Brazil**

---

- What:** SBNM's 2018 study abroad experience
- When:** Tuesday, March 6<sup>th</sup> to Friday, March 16<sup>th</sup> 2018 (Spring Break)
- Where:** **Sao Paulo, Brazil**
- Why:** To study issues related to business, economics, politics, nonprofit management, and the history and culture of Sao Paulo, Brazil.
- Who:** SBNM graduate students, senior/junior undergraduates, alums, faculty, spouses, and School of Professional Studies students, alumni, and spouses are invited to participate. North Park undergraduate senior/junior students majoring in Business, Nonprofit Management or Advertising may attend with permission of Prof. Mark Gavor, co-director. The trip is limited to 16 participants.
- Cost:** \$3,200 for double room occupancy. Single rooms are available for an additional \$691. \$500 reduction for up to 10 students completing the associated course—SBNM 5570. This is an outstanding price for the planned itinerary. The cost includes:
- Roundtrip air transportation (Chicago – Sao Paulo)
  - Lodging at the Blue Tree Premium Faria Lima <https://www.bluetree.com.br/hotel/blue-tree-premium-faria-lima/> in the city's shopping and business district.
  - Daily breakfasts at hotel
  - Internet access at hotel
  - Medical and evacuation insurance
  - Ground transportation for all program events

- Full day trip to the coastline and beaches
- Three dinners (one pre-trip dinner in Chicago, and two dinners in Sao Paulo)

Not included are costs for other meals, activities not mentioned, items of a personal nature (travel and baggage insurance), travel documents and fees (passport, visa (\$160 plus expediting costs for US passport holders), and immunizations, if needed.

## Trip Description

---

The destination for the 2018 SBNM International Experience is Sao Paulo, Brazil, representing one of the “BRIC” countries with an incredible story of economic growth over the past 20 years. Taken from Rough Guides online descriptions (see references below), the following quote describes Sao Paulo:

**São Paulo**, the country’s most populous state and home to by far its biggest city, is Brazil’s economic powerhouse. Home to nearly half the country’s industrial output, it is also an agricultural sector that produces, among other things, more orange juice than any single nation worldwide. Its eponymous city boasts a dizzying variety of cultural centres and art galleries, and the noise from its vibrant fashion and music scenes is heard around the globe.

Although most people come to the state in order to visit the city merely for business, São Paulo has numerous attractions other than the concrete jungle at its heart. The beaches north of the important port of Santos – especially on **Ilhabela** – rival Rio’s best; those to the south, near Iguape and Cananéia, remain relatively unspoiled. Inland, the state is dominated by agribusiness, with seemingly endless fields of cattle pasture, sugar cane, oranges and soya interspersed with anonymous towns where the agricultural produce is processed; additionally, some impressive **fazenda houses** remain as legacies of the days when São Paulo’s economy was pretty well synonymous with coffee production.

<https://www.roughguides.com/destinations/south-america/brazil/s%c3%a3o-paulo/>

The US State Department reports on Sao Paulo, Brazil. There are no travel alerts at this time (July 22, 2017), but their website would have the latest information <https://br.usembassy.gov/u-s-citizen-services/security-and-travel-information/>. Travelers should be aware of a risk of pickpockets and pregnant women the risk of Zika virus.

During our visit we’ll examine the opportunities and challenges of doing business in Brazil, in particular, and South America, in general. Further, we’ll explore Sao Paulo’s history and culture and how they shape – and are shaped by – the country’s business, nonprofit, economic, cultural and political environments.

We’ve included a trip to Guarujá & Santos on the São Paulo coastline. This city is two hours away from São Paulo and are famous for their history involving coffee export and its beaches. The oldest area in Santos, the Historical Center preserves the important buildings, streets, squares and monuments that make up one of the largest architectural and artistic collections in the country. The route passes the Coffee Exchange building, which houses the Coffee Museum, with permanent and temporary exhibitions, where visitors can learn about the history of coffee in Brazil. We’ll determine the exact sites to visit once the travelers are selected and we can poll for interests.

The purpose of the International Experience is to help participants gain a better understanding of business and nonprofit management practices, economics, and politics of Sao Paulo, and to learn about Sao Paulo's rich history and culture. Formal activities include:

- Visits to corporate and nonprofit organizations, cultural institutions, governmental agencies, and colleges and universities
- Meetings with leaders and representatives from the corporate/nonprofit, cultural, political, and higher education sectors
- Guarujá & Santos visit and tour
- Group dinners

Although we'll visit several organizations during the experience, there is ample free time in the itinerary for you to explore Sao Paulo on your own.

We'll depart from O'Hare on Tuesday March 6th and arrive in Sao Paulo early the following day. We'll start right in with our organizational visits on Thursday and Friday. Saturday is the tour to the coastline. We leave plenty of time all day Sunday and Monday for individual/small group touring on your own. Thursday, March 8th evening will be our welcome dinner. Organizational visits will continue on Tuesday through Wednesday, March 14<sup>th</sup>. That evening will be our farewell dinner. Thursday March 15<sup>th</sup> day will be free time and the following day we head home and arrive the same day back at O'Hare Airport.

Participants who've attended previous SBNM trips often indicate the experience is unforgettable. They routinely cite the **outstanding value** of the trip, and note the combination of visits, meetings, dinners, cultural excursions, and other opportunities to experience a different culture is well worth the investment.

A dinner session (date/time to be determined) will be scheduled prior to leaving Chicago to brief participants on the history, culture, business, and economy of Sao Paulo, and provide an opportunity to sample Brazilian food. **The session is required** for those choosing the academic option, and optional for other participants.

## **Academic Option**

---

SBNM students who wish to obtain academic credit may participate in the experience and register for SBNM 5570 International Experience in Spring Quad B (taught by Dr. Kristina Kaufman). The course will count as an elective in any SBNM graduate degree program. *Students who take the course for credit will be responsible for tuition in addition to the cost of the trip. Up to 10 students will be eligible for a \$500 reduction in travel costs when completing the course.*

Students taking the course for credit will be asked to select and read a book about the economy of Brazil before the trip, maintain a journal during their travel and, after returning to Chicago, submit a written paper due the first week of May 2018. Topics for papers will be jointly agreed upon between Professor Kaufman and the student.

For School of Professional Studies students who wish to pursue the experience for credit, please consult your School of Professional Studies academic advisor.

## Your trip host

---

Lead Co-Director	Dr. Wesley E. Lindahl Dean, SBNM Nils Axelson Professor of Nonprofit Management
Co-Director SBNM 5570 Instructor	Dr. Kristina Kaufman Assistant Professor of Marketing
Co-Director	Prof. Mark Gavoort Associate Professor of Operations

## Draft itinerary (please note itinerary is subject to change)

---

Tuesday, 6 March	Travel to Sao Paulo, Brazil
Wednesday, 7 March	Arrive in Sao Paulo, Brazil
Thursday, 8 March	Organizational visits Welcome Dinner
Friday, 9 March	Organizational visits
Saturday, 10 March	All day trip to Guarujá & Santos
Sunday, 11 March	Free time
Monday, 12 March	Free time
Tuesday, 13 March	Organizational visits
Wednesday, 14 March	Organizational visits Evening: Farewell Dinner
Thursday, 15 March	Free time
Friday, 16 March	Travel to Chicago O'Hare/arrive same day

## Requirements

---

In addition to the application, all participants are required to submit:

1. A participant information form (which includes emergency notification information)
2. Release of liability waiver
3. A medical history record, which discloses health conditions and any needed accommodations
4. An immunization release form

**These forms will be forwarded to you upon receipt of your application and deposit.**

## Incidental expenses

---

The cost of the trip – \$3,200 for double occupancy – includes air, hotel accommodations (including internet access and daily breakfast), coach transportation for all program events, and three dinners (one pre-trip dinner in Chicago, and two dinners in Sao Paulo). Other expenses that you'll need to budget for include, but are not limited to:

- Lunches/Dinners on own (\$300-\$400)
- Local transportation when on own
- Entrance fees for activities when on own
- Visa (\$160 plus expediting)

In general, goods and services in Brazil are slightly less expensive than in the United States, including food and restaurant dining. With that in mind, your average “cost per day” in Brazil will depend on your preferences and activities. As a very general guide, you may want to budget a minimum of \$35-50 per day. If you plan to dine at upscale restaurants, enjoy the Sao Paulo nightlife, and shop-till-you-drop, you will want to budget a larger amount.

## Interested?

---

If you are interested in joining SBNM's 2018 International Experience, please submit the attached application form (applications are also available on the SBNM website) accompanied by a \$800 non-refundable deposit made out to North Park University. If paying by check or money order, please pay to the order of North Park University.

Deposits may also be paid using a credit card. North Park accepts Visa, MasterCard, Discover, or American Express, and a 3% processing fee will be added to all credit card payments.

## Deadlines

---

The application deadline is **Friday, 1 December 2017.**

The remaining balance must be received absolutely no later than **Tuesday, 2 January 2018.**

## Questions?

---

If you have questions regarding the trip, please contact Wes Lindahl at 773-244-5667 or [wlindahl@northpark.edu](mailto:wlindahl@northpark.edu)

North Park University  
School of Business and Nonprofit Management  
International Experience 2018  
Sao Paulo, Brazil

**Application**

I wish to reserve my space for the School of Business and Nonprofit Management's International Experience to Sao Paulo, Brazil in March, 2018.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Accompanying me will be: \_\_\_\_\_

I understand the double occupancy base cost is \$3,200.

I request a single room (\$691 additional cost)

Passport data (please attach a photocopy of the photo page of your passport)

Nation of issue: \_\_\_\_\_

Date of expiration: \_\_\_\_\_

***If you are traveling on a non-U.S. passport, you are responsible for determining whether or not a visa is necessary to enter Brazil and, if so, for obtaining the visa. A visa is required for a U.S. passport.***

I intend to take the trip for academic credit and be responsible for the additional tuition costs:

- Yes (First 10 students signing up for academic credit will get a \$500 travel reduction.)  
 No

I enclose my non-refundable deposit of \$800 to reserve my space (if you wish to submit payment via credit card, please complete the information on the following page).

I understand the remaining balance must be received no later than 2 January 2018.

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

You may forward application documents via email to [wldahl@northpark.edu](mailto:wldahl@northpark.edu)  
In early December you will receive additional information and forms (trip waiver, medical insurance, emergency notification, etc.), which you must complete and submit no later than 2 January 2018.

### North Park Charge Authorization

I hereby authorize North Park University to charge my credit card with the amount shown below, and I understand that a 3% processing fee is added to the payment.

Circle:                    Visa                    Discover                    MasterCard                    American Express

Cardholder's Name: \_\_\_\_\_

Charge number: \_\_\_\_\_

Amount (less 3% processing fee): \_\_\_\_\_                    Expiration date: \_\_\_\_\_

VC (three digit number on back of card): \_\_\_\_\_

Student/alumni name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Signature: \_\_\_\_\_