

BRAZIL: SUSTAINABLE ENTREPRENEURSHIP

ONE PLANET, ONE RESPONSIBILITY

Sustainable development means increasing standards of living without harming the natural environment. Sustainable entrepreneurship is thus the establishment of new businesses that simultaneously create economic, social and environmental benefits. In a captivating *Year-Long Certificate Program*, you will visit and experience culturally rich Brazil for two semesters where you will assess the impact of globalization on this country, as well as learn about how businesses are responding with an increased emphasis on sustainability as a core element of their global business strategies. Throughout this course, you will emphasize the dissimilar perspectives of, and responses to, sustainability dilemmas in American and Brazilian culture, society and business practice.

UNIVERSITIES

Northern Michigan University

NMU, located in Michigan's unique Upper Peninsula, is a dynamic four-year, public, coeducational university. The university has received national and international awards for its innovative work in the area of technology in higher education.

Western Illinois University

WIU's outstanding quality has been recognized in The Princeton Review and U.S. News and World Report. WIU is located in Macomb, Illinois—a warm, close-knit community in the heart of the USA.

Universidade Federal Rural da Amazonia

Situated in Belém, Brazil, the UFRA aims to train top-level professionals, develop and share culture through technical and scientific perspective and scope, offer services to the community, and contribute to economic development, and social and environmental performance of the Amazon region.

Universidade Federal de Lavras






The UFLA is a major university in Lavras, Brazil, and is constantly attentive to the social role of higher education. With a spirit of giving back to communities, every department is dedicated to transfer its learning and discoveries to improve the economy, quality of life, and culture for Brazilians.

PROGRAM ELEMENTS

- Complete immersion in Brazilian culture
- Thorough study and analysis of environmental and poverty policies and issues for both countries
- Exposure to and use of Portuguese language
- Advancement of critical thinking for working with foreign citizens and international businesses
- Discussion and development of additional managerial styles and skills
- Team-oriented assignments and activities to build ties and cultural understanding
- Firsthand experience with sustainable businesses
- Internship with company or government agency involved in sustainability and/or international business

CURRICULUM OVERVIEW

The Sustainable Entrepreneurship Year-Long Certificate Program consists of intensive language and cultural curricula in English and Portuguese, two online courses, a semester exchange, and an eight to ten-week internship. The program is administered over a three-semester (fall, spring, and summer) time frame.

JAN-MAY '10 WIU 	<i>First Portuguese Language Course Online NMU. & 3-4 Regular Courses.</i>
AUG-DEC '10 WIU 	<i>First Online Sustainability Course, Second Portuguese Course on WIU Campus or Online (Distance Education) & 1-3 Regular Courses.</i>
JAN-FEB '11 Brazil 	<i>Portuguese Language Immersion Program at one of the host institutions in Brazil.</i>
MAR-JUN '11 Brazil 	<i>Study Abroad at one of the host institutions in Brazil. Second Online Sustainability Course & 2-3 Regular Courses.</i>
JUL-AUG '11 Brazil 	<i>Internship or cultural travel in Brazil. Optional.</i>

Individual Program

Besides the Year-Long Certificate Program, students also have the option to design an individual plan of study for a semester exchange and/or intensive language and cultural studies.

COST

Students pay tuition, fees, and health insurance at their home institutions. Other costs include room and board, books, and transportation. Students can apply for a stipend to attend the study abroad semesters.

FURTHER INFORMATION

Please visit www.wiu.edu/globaled/brazil/ or contact academic advisor Michelle Terry at ml-terry@wiu.edu for additional information.

*This project is sponsored in part by the Fund for the Improvement of Postsecondary Education (FIPSE),
U.S. Department of Education.*