BEM-VINDO AO LOCAL COMPARTILHADO DO COIL DA FATEC AMERICANA & SUNY ULSTER!!!

Este é o espaço compartilhado para o nosso projeto colaborativo de gestão. Aproveite este lugar!

Presidente Katt apresenta a colaboração do COIL entre Fatec Americana e SUNY Ulster.

WELCOME TO THE SHARING PLACE OF COIL OF FATEC AMERICANA & SUNY ULSTER!!!

This is the shared space for our collaborative management project. Enjoy this place!

General Director of Fatec Americana greets COIL students.

President of SUNY Ulster

Director da Fatec Americana

We're very happy to participate in this COIL program. There's a very positive

Full report of recent activity...
1. Overview of the partnership
2. Overview of the COIL Project
3. Phases and organizational structure
4. Cultural & language aspects
5. Technical tools to enhance the learning
6. Highlights
7. Pushing through failure
8. Video of FATEC Student CEO
9. Ulster Student CEO, Akram Abdulla present for Q/A
3 Key Points

● **Point 1:**
  Educators currently involved in international partnerships will have a chance of observing a successful project and reflect upon and share their own approaches and practices.
Point 2:
How to create a student centered environment which empowers both faculty and students’ understanding of a more interconnected world through attempting successfully, or not, to develop projects with students from other countries.
Point 3:
Acknowledging that failure is part of the process which is part of the learning curve for developing strategies for dealing with setbacks in a positive manner.
How we got started

● Fatec Americana contacted Sally Crimmins-Villela
● Her office selected some SUNY campuses
● Fatec Americana’s President and International Relations visited Ulster
● Both sides realized that we had a partner
● Since 2007 = ELAC
● COIL = logical extension
The Project

- SUNY Ulster and Fatec Americana = common ground
- Matchmaking with the right professors
- Both sides agree on a basic business course
- Adjustments were made
- Frequent meetings - honest input
Organizational Structure of the Collaboration and Phases of the Project
**PROPOSTA GERAL**

**Objetivo:** planejar o lançamento de um produto

**Duração:** 8 semanas

**Grupos:** 6 grupos mistos de alunos da Fatec e de Ulster

**Tarefa:** Três grupos devem lançar e criar uma apresentação para um produto "brasileiro" nos EUA, enquanto que três outros grupos devem lançar e criar uma apresentação para um produto "americano" no Brasil. O público-alvo é o estudante universitário

**Passos**

1. Cada aluno deverá responder às questões "quebra-gelo" e entrevistar um parceiro.
2. Cada turma deverá desenvolver um organograma.
3. Cada indivíduo do grupo deverá conhecer os outros membros.
4. Cada grupo deverá pesquisar e apresentar, ao menos, um caso de produto/serviço bem-sucedido e um caso de produto mal-sucedido.
5. Cada grupo deverá apresentar um dos seguintes tópicos: Cultura, Economia, História, Tendências Demográficas, Política (do Brasil e dos EUA), Características dos clientes, etc.

**GENERAL PROPOSAL**

**Objective:** plan the launching of a product

**Duration:** 8 weeks

**Grouping:** 6 groups of Ulster students and Fatec students

**Task:** Three groups are supposed to launch and create a presentation for a “Brazilian” product in the USA while the other 3 groups are supposed to launch and create a presentation for an “American” product in Brazil. College students are the target audience.

**Steps**

1. Each student will answer the Icebreaker questions and interview a partner.
2. Each class will develop an organizational chart for the project which will be visible within this section.
3. Each group member will get to know each other.
4. Each group will research and present at least a success and a failure product/service.
5. Each group will present one of the following topics: Culture, Economics, History, Demographic Trends, Politics (Brazil & USA), etc.
Conhecendo os colegas

23 de fev a 08 de mar
- Conheça os colegas das equipes
- O professor apresentará o objetivo do projeto e a proposta geral
- O professor apresentará o panorama geral do processo administrativo
- O "quebra-gelo" / 4 perguntas iniciais
  - O que você faz nas suas horas de lazer?
  - O que te estressa?
  - O que seria uma "boa vida" para você?
  - O que é mais importante?
Cada grupo é incentivado a se comunicar por meio das redes sociais, tais como o Facebook.

Getting to know each other

Feb 23 - Mar 08
- Meet the teams
- Professor to present the project purpose and general proposal
- Professor to present a general overview of the administrative process
- Icebreaker / Intro 4 questions
  - What do you do for fun?
  - What stresses you out?
  - What is "the good life"?
  - What is most important?
Each group is also encouraged to communicate through Social Media such as Facebook.
Herança Cultural e Experiência bem- e malsucedida

09 a 31 de mar

Vamos falar sobre uma experiência cultural, assim como uma gestão e uma experiência com um produto. iremos discutir uma experiência de gestão e uma experiência bem-sucedida e uma mal-sucedida a partir de sua perspectiva pessoal.

2.0 Cada grupo deve elaborar um plano de ação com prazos estabelecidos para a pesquisa, rascunho e conclusão da apresentação.

2.1 Cada grupo irá pesquisar e apresentar um produto lançado recentemente no mercado que foi um sucesso e um fracasso com exemplos para cada um dos países.


2.2 As equipes irão trabalhar no item 2.1 por duas semanas e, ao final desse período, deverão criar um apresentação no Google Docs com duração de 5 a 10 minutos.

2.3 As equipes farão uma apresentação para seus colegas de sala. Cada equipe irá apresentar um resumo para as suas salas de.

Cultural Background & Successful / Failure Management Experience

Mar 09 -31

Let’s talk about a cultural product experience. Share about management experience, product success or fail rate from personal opinion.

2.0 Each group needs to draw up an action plan of milestone dates regarding Research, Draft and Final completion of the presentation.

2.1 Each group will research and present a newly launched product in the marketplace which was very successful and another one which was a failure in both countries.

Each group will also research and present one of cultural aspect, such as political view of the country, country’s interesting cultural aspects, country’s and region’s economic situation, history of the city/region, demographic trends, and youth characteristics, responding to the questions posed under each teams’ particular aspect.

Start with stereotypes of United States/New York and Brazil/São Paulo.

2.2 Teams will work on 2.1 of their items over two weeks and create a 5 to 10 minute Google presentation.

2.3 The teams will present their research to their class. Each team will give a 5-10 minute presentation.
Fase 3 / Phase 3

IDENTIFICAÇÃO DO PRODUTO

25 de mar a 06 de abr

- Os Líderes de Equipe irão negociar com os outros 5 Líderes de Equipe, em qual país o produto de seu time irá se concentrar.

- Definição do produto a ser lançado e pesquisa de mercado simplificada (uma vez definido o produto, os alunos do grupo onde vai ser lançado o produto irão realizar uma pesquisa de mercado simplificada entre seus colegas do campus).

IDENTIFICATION OF PRODUCT

Mar 25 - Apr 06

- The Team Leaders will negotiate with the other 5 Team Leaders, which country the product of their individual team will focus on.

- Definition about the product to be launched and a simplified market survey (once the product is defined, the team, in which country the product is to be launched, will carry out a simplified market survey among its colleagues on campus).
PLANO ESTRATÉGICO

25 mar a 06 deabr

Definição do empreendimento:
- Visão
- Missão
- Análise SWOT
- Identificação de Áreas Chave de Resultado (ACR)
- Desenvolvimento de um plano de ação simples (quem, o quê, quando) para uma das ACRs

Converse e compartilhe ideias sobre o plano estratégico da sua equipe no forum de discussão.

Colaborem pelo Google Drive

Apresentação Oral para alunos da Fatec - 27 e 28 deabr

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STRATEGIC PLAN

Mar 25 - Apr 06

Defining the enterprise:
- Vision
- Mission
- SWOT analysis
- Identification of key result areas
- Development of simple action plan in one of the key result areas (who, what, when)

Talk and share ideas about your team's strategic plan in this discussion board.

Collaborate via Google Drive.

Oral Presentations of plans April 24 & 27 for Ulster students
Purpose

1. Expose Fatec & Ulster management students to other cultures

2. Expose Fatec & Ulster management students to aspects and challenges of doing business internationally

3. Apply management concepts to a potential business situation
GENERAL PROPOSAL

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Phases

**Phase 0** - First contact with one or two foreign colleague - facebook/skype

**Phase 1** - Getting to know all the teammates - icebreaker questions - moodle

**Phase 2** - “Topic Research” + successful/failure products. Topics: culture, economics, politics, demographic trends, history and youth characteristics. Research is driven by professors questions
Phases

Phase 3 - Product identification and market survey
Phase 4 - Strategic planning
Phase 5 - Reflexion and wrap-up
Organizational Structure

- 6 teams composed of 4-5 SUNY Ulster students and 6-7 Fatec students
- 2 team leaders in each team, one from SUNY Ulster and one from Fatec; They need to negotiate common action plans for each phase of the project
- 2 CEOs - one from SUNY Ulster and one from Fatec. They are the main connection point between students and professors and they lead the the 6 team leaders in their side
Team Leaders and CEOs

● Students volunteer to be team leaders and CEO. Sometimes it was necessary to do an election to choose the CEO

● CEO and team leader profiles
  ○ Have English proficiency
  ○ Available time
  ○ Commitment and initiative
  ○ Social Media Appetite
Selecting the Teams and Team Leaders

- Proficiency test in Fatec is used to locate the most savvy English speakers

- Each team has almost the same number of English speakers who can help their colleagues
Sample Presentation

- Students develop joint presentations using Google Presentation
- Foundation Management Applications
- Content
Coil Team 3

Jessica Massimilla
Kenny Van Demark
Grayson Christian
Nathalia De Mira
Aline Falcade
Jailson Da Silva
Isabelly Cristina
Marcelo Polvere
Mission Statement

To expand our knowledge in management and produce high quality work in cooperation with the cross cultural learning process.
Our Organizational Plan

Stereotypes of America and Brazil
Deadline: November 1

Successful and failed product of Brazil and America
Deadline: November 5

The history of the United States and Brazil
Deadline: November 10
Stereotypes of Brazil/São Paulo

**Negative:**
- Men are macho and don’t respect women
- Brazilian women are fake and mostly all have breast implants
- Brazilians speak Spanish
- Brazilians are over glorified Latinos
- Everyone in Brazil is poor

**Positive:**
- Brazilians know how to party
- Really good at partying
- Brazilians are very friendly
- Brazil is a beautiful country
- Everyone in Brazil either lives on the beach, or in the forest
Stereotypes of the USA/New York

**Negative:**
- Americans only eat junk food
- Every city in the USA has a serial killer
- Americans are very private people
- All americans are white, blond and blue-eyed
- In their bbq they only eat sausage and hamburger
- They don’t eat “brigadeiro”

**Positive:**
- Americans are very patriotics
- Everyone in the USA are rich
- Everyone has Iphone
- In the USA the winter is harsh, with a lot of snow
- Everyone in the USA has already made a snowman with a carrot’s nose
Successful Product In America

The original iPhone was first introduced to the United States in 2007. From then on, Apple has greatly expanded from the 2g iPhone, the 3G, 3GS, 4, 4S, 5, 5C, and now iPhone 6.
Successful Product In Brazil

Havaianas

The Havaianas is a brand of flip-flop sandals created in 1962. In 1998, with the impending FIFA World Cup in France, Havaianas introduced a line of flip-flop featuring a small Brazilian flag on the strap to show support of the Brazilian team. More than 150 million pairs are made every year.
Failed product in America

Zune
Failed product in Brazil

Crystal Pepsi

Soda without caffeine and fully transparent. The Crystal Pepsi tasted the same as the conventional version of the drink, but looked like water, which would tend to give the product a healthier air. The failure, however, was instantaneous, and a few weeks after its release, with negligible sales, the drink was shelved.
5 Main events in Brazil history

1.) **In 1500**-- The Portuguese Fleet led by Pedro Alvares Cabral takes control of Brazil for Portugal. The Portuguese and the Dutch fought for several years over who truly discovered Brazil first. In the end Portugal wins control.

2.) **In 1822**-- Portuguese Prince Dom Pedro declares Brazil’s independence from Portugal. Dom Pedro had been left in charge of Brazil by his parents at the end of the Napoleonic Wars. In a ballsy move he declared Brazil’s independence.

3.) **In 1889**-- General Deodoro da Fonseca takes control of Brazil via a Military Coup. He declares that Brazil is a Republic. Although Brazil is actually a dictatorship. The country will be plagued by Military Coup after Coup for nearly a hundred years. In 1946 a new constitution is written giving people back control of the government.

4.) **In 1964**-- Brazil is taken control by the Military again. It will be ruled by this new government until 1985 civilian control is returned. Then in 1988 another constitution is written giving back individual rights to the people.

5.) **In 2011**-- Brazil elects its first female president.
5 Main events in American history

1.) **In 1776**—The war for independence was extended between 1776 and 1783. Initially, the American rebels have suffered several defeats. Over time, however, the rebels came to dominate the war. The US rebels also received substantial military and economic aid from France and Spain. On September 3th, 1783, Britain officially conceded defeat, through the Treaty of Paris, officially ending the war for American Independence.

2.) **In 1863**—Abraham Lincoln proclaimed the Emancipation Proclamation, which freed all the slaves in Confederate territory.

3.) **In 1969**—The first man to walk on the moon was an American astronaut named Neil Alden Armstrong, who was commander of the Apollo 11 mission.

4.) **In 2001**—The United States suffered the worst terrorist attack in the history of the country, which culminated in the destruction of the World Trade Center, a partially destruction of the Pentagon and the death of about 3000 people.

5.) **In 2008**—American elects its first black president.
Event that tarnished Brazil image

The political influences on business

The FIFA World Cup showcased the poverty and corruption in the country by revealing not just football skills, but also how poor a lot of the citizens are.

The political attitude influences positively or negatively the financial market.

Capitalists → Great opportunities for investments.

Socialists → Low opportunities for investments.
Event that tarnished USA image

The atomic nuclear bombings of Hiroshima and Nagasaki. Occurred in Japan, during the final stage of World War II in August 1945.

The political influences on business

The political attitude influences positively or negatively the financial market.

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Cultural & Language Aspects

● Stereotypes
  ○ Brazilians - USA = Hollywood
  ○ Americans - Beaches and soccer
● Things that tarnish the country’s image
  ○ Slavery vs. Colonialism
● Facebook instant translation tool
● Flipside - not much language learning improvement on both sides
Recognizing and Pushing through Failure

- Emulating what happens in the business world. Experiential learning in spades!
- Management processes for dealing with Breakdowns
- Breakdowns are to be expected!!! And learned from.
- Communication breakdowns
- Patience with technical challenges
Technical tools to enhance the learning

- Tools appropriate for COIL: Start with the company system and expand Facebook, Google Docs, Moodle, WhatsApp figure out which ones make sense
- Giving the students permission to be autonomous and finding their back channels, furthering own connections
- Difficult for us to keep up with students
Highlights - Keys to project

- Communication between faculty (skyping & email often)
- Teams on both sides need to be persistent
- Need to recognize cultural differences (relationship to Time & Deadlines)
  - Pedagogic Differences
  - Brazilians trying to open up to further discussion
  - US trying to be more specific, narrow, finalize
- Importance of Admin, ID and Technological assistance
- Partnerships within own institution
- Empowering Student CEO & Team Leaders Leadership
- Students stepping up into strong leadership roles
Students speak

CEO: Akram

SUNY Ulster

André Thaisa & Bianca

Fatec Americana
Next Steps

Connecting other SUNYs & FATECs to do this COIL module

- 2 FATEC colleges that are interested
- Do you have interest?

- Develop an Intercultural Competency ToolKit- connecting SUNY schools interested in creating - SUNY Oswego, SUNY Oneonta, Niagara Community College, UB + COIL
Any Questions?

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