

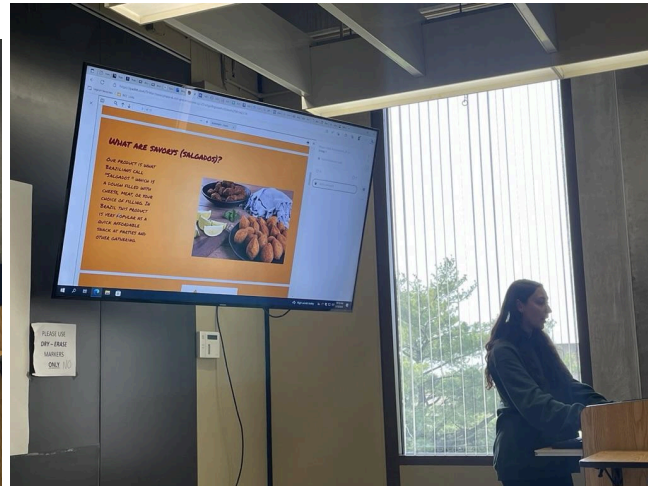
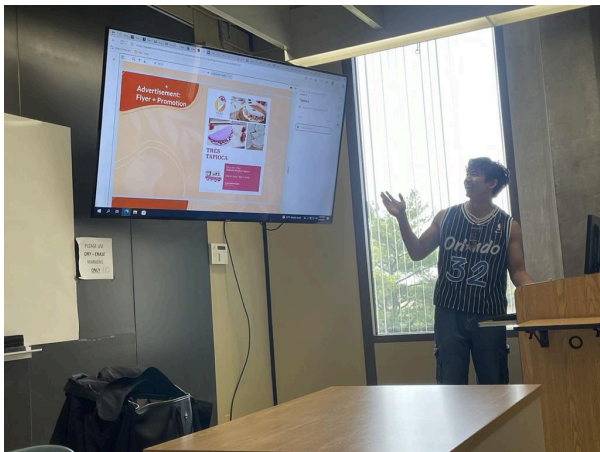
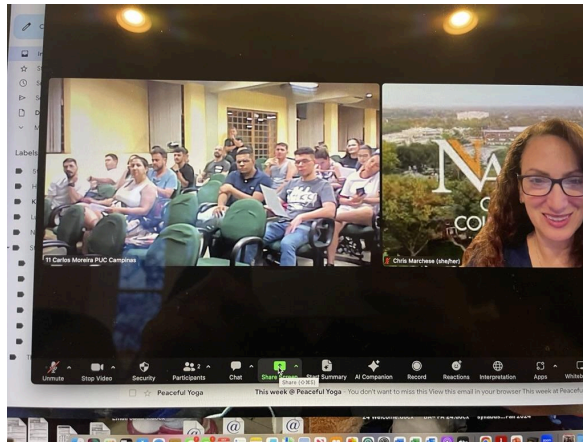
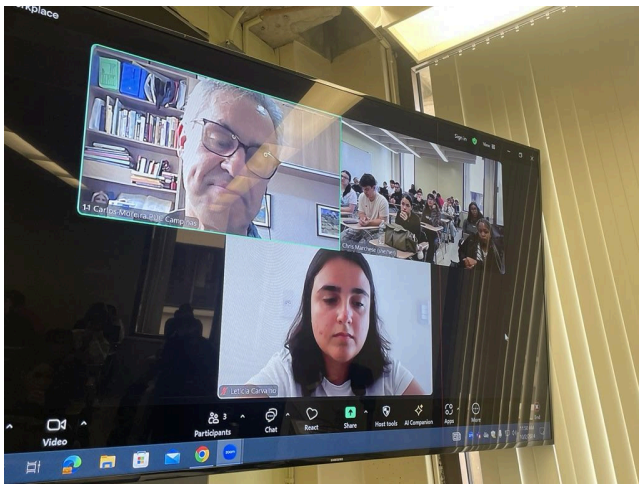
***Approaching International Managers - FATEC Americana, Brazil led by Carlos Moreira, Ph.D. and Nassau Community College, SUNY led by Christine Marchese, Ph.D.***

We have gone through several iterations of project details and modalities for making this collaboration a success. We have carefully incorporated student and peer feedback through each iteration of the project. We began with a Facebook group, then used software called Lark, and now deploy the project via a custom Google site with student postings in Padlet.

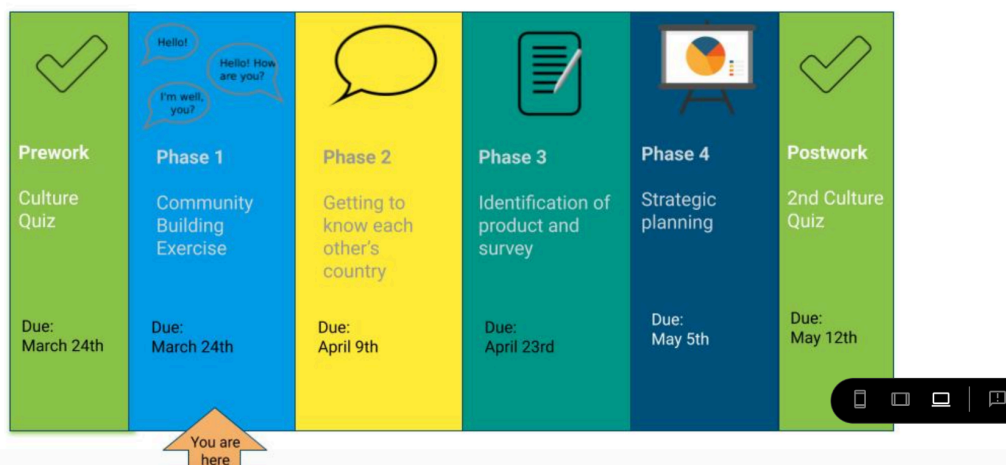
It has been most interesting to see the community building phase transform during Covid. At a time when everyone had to be separated, our students sought the closest connections.

The fun stuff: some of our students, presentations, and Zoom calls:





With many thanks to Dr. Nicole Simon who shared her COIL website with me (This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](#)), I am able to use and update a Google site to post our project guidelines and assignments. The Google site is a wonderful tool because it can be translated to Portuguese or English via Chrome browser settings. Here are a few screen shots:



FATEC/NCC COIL
Home Objectives General Information Activities

## Phase 2 - Getting to Know Each Other's Country

Initial Survey-CQS1  
Phase 1 Community Bui...  
☒ **Phase 2 Collaboration**  
Phase 3  
Phase 4  
Final Surveys

## Instructions

- The activity will be developed in teams of students. (Check your team number and members in the linked spreadsheet).
- The teams will be integrated with students from both campuses.
- Students will interact and will work in the project. Each team will each prepare a presentation for this phase.

### Steps for Phase 2

Each team will explore a different topic.

#### COIL Team Assignments

Teams are assigned consisting of students from each country. Each team will be assigned a different topic to research, along with common ones. The assigned topics are as follows:

Team 1: Culture [Click here for Team 1 Instructions](#)  
Team 2: Economy [Click here for Team 2 Instructions](#)  
Team 3: History [Click here for Team 3 Instructions](#)  
Team 4: Demographics [Click here for Team 4 Instructions](#)  
Team 5: Politics [Click here for Team 5 Instructions](#)  
Team 6: Youth Culture [Click here for Team 6 Instructions](#)

All teams will also research the following: The teams will analyze the successful and unsuccessful launch of a product in each country.

**Phase 2 checklist:** [Click Here](#)

Here is a simplified sample outline of the project:

The COIL project between NCC's BUS 112 and Fatec Americana Brazil's Introductory Management course Entitled "Approaching Future International Managers" can take part in Multiple phases as outlined below. In addition, the following SLOs will be addressed during this project:

- Students will demonstrate an understanding of societal and government issues facing business in the 21st century.

- Students will demonstrate a basic understanding of the nature of management as it applies to business.
- Students will demonstrate a basic understanding of marketing in the business context.

| Phase | Dates           | Title               | Activity  |
|-------|-----------------|---------------------|---|
|       |                 |                     | Pre-project survey is deployed to assess cultural intelligence.   |
| 1     | Sept. 21 - 27   | Community Builder   | <p>In Phase 1 students will be asked to populate a slide deck introducing themselves and where they are from. Students will also be required to respond to each other's posts. A slide template is used for students to edit and post.</p> <p><a href="https://docs.google.com/presentation/d/1-TRCNJs54OsUDFF77vDptx9JTrNmW0HI/edit?usp=sharing&amp;oid=100623647256630853490&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1-TRCNJs54OsUDFF77vDptx9JTrNmW0HI/edit?usp=sharing&amp;oid=100623647256630853490&amp;rtpof=true&amp;sd=true</a></p> |
| 2     | Sept 28 – Oct 5 | Country and Culture | <p>Teams are assigned consisting of students from each country. Each team will be assigned a different topic to research, along with common ones.</p> <p>Team 1: Culture<br/> Team 2: Economy<br/> Team 3: History<br/> Team 4: Demographics<br/> Team 5: Politics<br/> Team 6: Youth Culture</p> <p>All teams will also research the following: The successful and unsuccessful launch of a product in each country.</p>   |

|         |                 |  |   |
|---------|-----------------|--|---|
| 3 and 4 | Oct 26 – Nov 22 |  | <p>3 – Identification of Product. The Team CEO's will work with their teams to determine what product to launch, and to conduct a survey to aid in proposed marketing efforts.</p> <p>4 – Strategic Planning. Each team should develop a strategic plan for their organization. A SWOT analysis, mission, and vision statement should be developed as part of this phase.</p> |
|         |                 |  | <p>Post-project survey is deployed to re-assess cultural intelligence and have students reflect upon their COIL experience.</p>   |

Two presentations are required of the teams during this collaboration.