

MBA

EXECUTIVE GROWTH. COMPANY GROWTH.

FDC: melding theory and real life practices



FUNDAÇÃO DOM CABRAL

FDC

DEVELOPING EXECUTIVES AND COMPANIES

Learn About Fundação Dom Cabral

ONE OF THE TWENTY BEST BUSINESS SCHOOLS IN THE WORLD.

Fundação Dom Cabral is an international center for company and executive development that has been ranked as one of the 20 best business schools in the world by the English newspaper Financial Times. By putting together a faculty with great academic and executive experience, FDC seeks to build knowledge and become a reference in business thinking.

Seeking to reach this goal, Fundação Dom Cabral has as its premise to work with the client, and not only for the client, in its constant search to renew knowledge.

Another FDC characteristic involves its international alliances and partnerships with the best business schools in the world. Schools from China, France, the United States and Canada make up the alliances and partnerships that make it possible to develop research and teaching programs with the international focus that is so desirable in the current business environment.

By melding theory and practice, FDC works to develop executives and business people who will become agents of sustainable growth not only to companies but to society as a whole.



MBA

A GENERAL DEVELOPMENT PROGRAM.



Companies that hold a global vision know how important it is to invest in team development as part of their business strategy.

After defining their strategies for each business, organizations need well-prepared executives that can link what is strategic to what is tactical. These executives must be technically articulated so as to work intelligently with experts and have a systemic overview of the business.

And that is exactly what the FDC MBA is designed for. The program supplies executives with management tools so they can support the competitiveness of companies through an aligned arrangement of the strategic, tool and behavioral approaches which allow them to have a broad and deep overview of business management.

The MBA program is ideal for companies that find themselves within a growth process and that seek to prepare their managers to take over strategic positions and help develop leaders with critical vision who will act as change agents within their business environments. The responsibility for the program is shared between the organization and the manager, and the results are put into practice.

COMPANIES INCREASINGLY INVEST IN EXECUTIVE EDUCATION

FDC data highlight such growth.

- 2.300 executives have attended the FDC MBA in the last 10 years.
- 80% of the participants are company directors or managers.
- Over 600 companies have taken part in the last 10 years.

THEORY AND PRACTICE: A FUNDAMENTAL LINK FOR BOTH THE COMPANY AND THE PARTICIPANT.

To attend the FDC MBA participants must belong to an organization that will be responsible for their enrollment. This guarantees the quality of the course, the focus on practice and the advanced level of the participants.

METHODOLOGY: THE CARE TAKEN SO THAT THEORY AND PRACTICE WILL WALK HAND-IN-HAND

The program's methodology includes classroom study interspersed with distance-learning self-development. As the program is carried out in modules, it makes it feasible for executives to participate, since it is possible to study and work together. Companies as well as participants can get organized previously for the program's classroom modules. There are six classroom modules that last one week each and participants remain at the Aloysio Faria Campus. Each module deals with strategic themes in business management that are based on case study analysis and practices while encouraging the exchange of experiences and knowledge among participants.

DISTANCE-LEARNING SELF-DEVELOPMENT

This is one of the great differentials of the FDC MBA program. The MBA distance-learning self-development methodology allows groups to build up their collective intelligence while, at the same time, such dedication to their studies will not harm their professional activities. It is at this moment that the fundamental concepts are aligned for the program's "anchor" disciplines by carrying out discussions based on the reality of each participant's organizations and their own practices. From this moment on the theory will be studied from the perspective of its applicability. At the same time, this brings together executives from the most diverse geographic regions, which sets up a diversified network where cultures and experiences can be exchanged. Such sharing leads to enhanced individual knowledge and to the building of a broad learning network. Supporting this methodology we find a full-time team that will guarantee the appropriate technological platform to complement classroom activities, which facilitates contacts among participants, professors and program managers.

BUSINESS PROJECT: A CONTRACT BETWEEN THE PARTICIPANT, THE COMPANY AND FDC

As an essential part of the MBA's pedagogical proposal, the Business Project that is prepared by each participant must deal with the theme that is relevant and applicable to that participant's company and must, preferably, be aligned to the strategy of the business and contribute to the participant's development as a manager. The theme to be developed by the Project must be approved by the participant's sponsor and by FDC. While the Project is being developed each participant will be able to count on the methodological and conceptual support from an FDC professor/mentor.

THE EXPERIENCE PANEL

The Experience Panel is inserted in the program's classroom activities and it allows existing knowledge in participating companies to be shared. It is an opportunity to deal with successful experiences and management adjustments, examples of innovation, challenges and opportunities each company has been through. It is a unique moment to exchange experiences.

NETWORKING

During the program participants also exchange experiences among themselves, which leads to an enhanced overview of the business environment and the creation of a strong relationship network. The program's organization structures the makeup of working teams so that all participants will interact among themselves during the course. Furthermore, FDC seeks to strengthen personal relations by organizing extra activities such as happy hours and cultural activities. It also offers an integrated life and health quality program to bring managers to reflect not only from a technical perspective but also a human one. These activities encourage self-reflection and greater integration among participants.

KEY BENEFITS

Moving beyond managing, we educate leaders.

- Enhanced education in business management, leading to a broad overview of both the company and the business environment.
- Developing both the individual and the company by means of close integration between theory and practice.
- A wealth of experience gained by exchanging experiences with a group of high-level peers.
- Career leveraging.

OTHER ADVANTAGES OF ATTENDING THE FDC MBA PROGRAM

Professional Master's in Business Administration – MPA

The alliance between FDC and PUC Minas offers **FDC MBA** alumni the exclusive chance to complete the Professional Master's in Business Administration (MPA) course in a shorter time by accepting up to 50% of the transferable credits, thus reducing the time it takes to finish the program. The MPA focuses on strategic business management in organizational competitiveness.

Post-MBA

This program, which is held in partnership with the Kellogg School of Management, is a follow-up to the FDC MBA program. It is taught by Kellogg professors and offers an intense exchange of experiences and learning. Participants will spend five days at Kellogg, where they will attend classes on advanced marketing and leadership themes from an international business perspective.



IN-CONSORTIUM MBA

A commitment with the company to implement its strategies

The MBA Program can be held in-Consortium. In such mode, it consists of groups of three to ten executives from each company, making up a group of at least five different companies. It is thus possible to carry out reflections, forums, debates and comparative analyses of the realities and practices of the participating companies.

Benefits of the in-Consortium program:

- A better cost versus benefit ratio for companies;
- Closer contact between the company (HR) and the Program, with activities being followed up by the HR departments of the companies belonging to the Consortium;
- Annual meetings among the HR departments of the companies belonging to the Consortium to exchange feedback and suggest improvement actions;
- A Business Project contracted by the organization;
- Focus on organizational development. A contract with the company sponsor to guarantee that the Business Project is aligned to the organization's strategy;
- A Business Project developed by the group of participants sent by the company, which makes it easier to effectively implement it;
- A direct link with the company: content customized to the reality of the companies;
- The subjects dealt with during classes can be immediately discussed by the executives sent by the company, thus comparing their daily reality with what they have just learned;
- The making up of a critical mass;
- Exchanges among companies.

IMPORTANT COMPANIES CHOOSE FDC

- ABB
- Alcoa Alumínio
- Amil
- Arcelor Mittal
- Armco do Brasil
- ATAN
- Atman Comércio de Produtos Agropecuários
- Avaya Brasil
- Banco Central do Brasil
- Banco Citicard
- Banco do Nordeste
- Banco Itaú
- Banco Real
- Banco Santander
- Banco Santander Banespa
- BASF
- Boston Medical Group
- Brasil Telecom
- Braskem
- Bunge Fertilizantes
- B&MT Design Competitivo
- CCC - Camargo Corrêa Cimentos
- Cisco do Brasil
- Citibank
- Citicard
- Clariant
- Coca-Cola
- Confab
- Confab Industrial
- Construtora Andrade Gutierrez
- Construtora Norberto Odebrecht
- Construtora Norcon
- Credicard Itaú
- C&A Modas
- Danone Brasil
- Datasul
- Duke Energy
- Editora Globo
- Elevadores Atlas Schindler
- EMBRATEL
- Fleury
- General Electric do Brasil
- Gerdau
- Holcim
- Hospital Anchieta
- Hospital Israelita Albert Einstein
- Hospital Sírio-Libanês
- IBM Brasil
- Ipiranga Química
- Jabil Circuit
- Johnson & Johnson
- Kraft Foods Brasil-Kraft Lacta
- Latapack-Ball Embalagens
- L'Oreal Brasil
- Magneti Marelli
- Maxion
- Mead Johnson
- Merial Saúde Animal
- Metasa Indústria Metalúrgica
- Monsanto do Brasil
- Motorola Industrial
- Nansen Instrumentos de Precisão
- Natura
- Nokia do Brasil
- Novelis do Brasil
- Oi
- Orbitall
- Petrobras
- Petroflex
- Porto Seguro
- Premo Construções e Empreendimentos
- RBS
- Redecard
- REVLON - Brasil
- Rhodia
- Robert Bosch
- Samarco
- Sanofi-Aventis
- São Paulo Alpargatas
- SAP Brasil
- Shell Brasil
- Siemens
- Sony Ericsson
- Sotreq
- Souza Cruz
- SulAmérica
- Sygenta Proteção de Cultivos
- SYSDATA Administradora de Cartões
- Thyssenkrupp
- Tim
- Tractebel Energia
- TV Globo
- Unilever
- Vale
- Villares Metals
- Visanet
- Vivo - Telesp
- Voith Paper
- Volkswagen do Brasil
- Votorantim Cimentos
- Votorantim Química
- Whirlpool
- Xerox

Why choose FDC

FDC: AN INTERNATIONALLY RENOWNED INSTITUTION

FDC is internationally recognized as a Premium school and has been ranked highly in the main executive education rankings such as that of the Financial Times newspaper, América Economia and Você S. A. magazines, among others.

Such recognition stems from a very original way of working together with companies and clients, which includes strategic alliances with important foreign business to schools, the exchange of experiences with Brazilian and foreign companies and links to international accreditation institutions. Strong links to the business world guarantee its client companies will find development permanently linked to theory and practice.

INTERNATIONAL ACCREDITATIONS

AMBA - The Association of MBAs

It is the most important international accreditation that this program can receive. This organization, which is headquartered in London (UK) accredits the best MBA programs in the world, guarantees quality standards and promotes the exchange of knowledge, ideas and best practices among the renowned international business schools associated to it.



EQUIS

Renown and criterion: FDC has been accredited by the European Quality Improvement System (EQUIS), which is the main international quality assessment and accreditation system for business to schools in the world. It is managed by the European Foundation for Management Development (EFMD), headquartered in Brussels (Belgium), which confers international accreditation to business schools. By joining EQUIS members, FDC distinguishes itself as a high quality institution in all dimensions of its activities, besides proving its high level of internationalization.



INTERNATIONAL ASSOCIATION

EXECUTIVE MBA COUNCIL

Since 1997 Fundação Dom Cabral has been a permanent member of the Executive MBA Council, a worldwide association of business schools that offer Executive MBA Programs. The Council is headquartered in the USA. It aims to build up a relationship network and make it possible to access the practices and initiatives of the Executive MBA programs of the best schools in the world. It thus allows not only the follow-up but also the transfer of knowledge and practices that allow the program to be continuously updated.



KNOWLEDGE APPLIED TO BUSINESS MANAGEMENT

Management Knowledge Development Center - CDCG

CDCG means the consolidation of FDC's positioning as a knowledge generator, building knowledge with and for companies. The core of this process lies in the knowledge development centers that already encompass the following fields: Corporate Governance, Entrepreneurship, Leadership Development, Business Management, International Businesses, Innovation and Sustainability, and Corporate Responsibility.

The Information Center

The Fundação Dom Cabral Information Center (CI) supports the teaching and research activities carried out by both the institution and its partner companies by disseminating information and knowledge using information technology resources. CI offers participants a broad range of bibliographic material such as books, domestic and international magazines and newspapers, business and application projects, case studies and business reports, access to the EBSCO, AOM, PMI and ECCH databases, and diversified special materials. The CI team is ready to offer expert services to participants, such as bibliographic research, bibliographic reference compilations, guidance in academic paper guidelines, and others.

International Alliances

Fundação Dom Cabral maintains strategic alliances with important business schools in the world such as INSEAD from France, the Kellogg School of Management from the USA and the Sauder School of Business from Canada. Through these alliances FDC seeks to enhance its own knowledge, develop joint research and programs, and promote exchanges among professors.



Business Partnerships

FDC develops partnership programs within which companies get together collectively to exchange and develop management knowledge to be applied to organizations' day to day activities. Such partnerships work as a sounding box for current needs and future trends and are centers that create new management tools.

INFRASTRUCTURE

Fundação Dom Cabral offers the entire structure of the third-best campus in the world (Financial Times), the best qualified and complete in Brazil, which is ready to offer staff, content, equipment, classrooms and amphitheaters, as well a 270-seat theater. Located in Noval Lima, within Greater Belo Horizonte, it is a welcoming environment for discussions and learning that has been planned and structured to promote integration among executives.

SELECTION

The FDC selection process is quite selective, so as to guarantee that the makeup of the group will also be a program differential. During the process FDC will work together with the companies' HR departments to identify managers whose skills will best benefit from the program. To attend the FDC MBA program an executive must be recommended by his/her company.



CONTENT: THE CORRECT BALANCE BETWEEN THEORY AND PRACTICE

Module I – The current business context

The Individual

It focuses on individual self-knowledge and self-development, supporting reflections on life and career projects.

Economics

Together with the participants, it develops concepts in economics that impact business activities. It broaches issues related to the mechanisms of economic fluctuations among nations, companies and markets, inflation, unemployment, competitiveness, and others.

Basic Finance and Management Accounting

It aims to position participants as to basic corporate finance terminology and concepts, making it easier for them to understand the global model for evaluating decisions in the economic-financial field.

Modules II, III and IV – Business competencies

Finance

This module develops the competencies needed to perform financial functions such as strategic cost management, investment analysis from the point of view of risks, processes that involve capital investment decisions, company value analysis and economic value-added.

Economics

Organizations structured around discussions of fundamentals and critical variables. The discipline establishes the bases for its management and development.

Organizational culture

It focuses on the relationship between organizational culture and leadership, and seeks to gain a better understanding of the great pillars of culture formation, development and change within organizations. It discusses the great myths, challenges and opportunities in culture management and correlates culture with business strategy.

People management and leadership

It enhances participants' competence to lead people and interact with their teams, their peers and their superiors. It broaches issues such as credibility, vision, motivation, team leadership,

career and results. It also focuses on the leader as the manager of change and of the change process: leading change, main steps, identifying the focus that drives change and dealing with resistance to change.

Operations and logistics management

It presents to participants, and discusses with them, operational strategies such as service quality and cycle, and supply strategies such as logistics and supply and distribution chains.

Marketing management

Marketing as a strategic relationship tool with clients and with the market. The content dealt with aims to develop in participants an applied view of segmentation and positioning in the market and with clients.

Business strategy

It introduces and discusses the relationships among strategy, organization, processes and organizational culture. Competitive and corporate strategy concepts and practices are examined. These include extended strategy (alliances, joint ventures) and business competencies.

Module V – Business processes

International business

It deals with the international insertion of companies, encompassing the impact of world development on business, company internationalization, international markets, the competitive advantage of nations and foreign investments in Brazil.





Business simulation

Executives take part in an activity that simulates managing an industrial company, competing within an environment of uncertainty and using the knowledge gained in an integrated way.

Module VI – Business context: trends

The individual, the organization and society

It presents and discusses the various ways – attitudes, skills and competencies – through which executives can be inserted into an increasingly complex context within which each participant is one of its builders.

Corporate governance

It presents the concepts and analyzes the crucial issues surrounding corporate governance: agency conflict and costs, aligning stakeholders’ interests and the internal and external forces that control corporations. International models are analyzed and compared to those in Brazil. Furthermore, international trends in governance are highlighted.

The macro environment

Global system: multipolarity and political-ideological rebuilding. Latin America: changes and trends. Brazil: structural changes and transitions in the middle term. The world economy and the economic scenario.

Innovation management

Understand the fundamental elements in innovation at a company. Highlight the role of managers as a key element in developing an organizational culture that is favorable to the development of innovation ideas.

Presenting the Business Project

It is the time when each participant will present her/his Business Project. Their sponsors in their companies, FDC professors and special guests will also be present at the meeting.

DAILY AGENDA

6:45 to 7:30

Fitness walk

8:30 to 12:30

Classroom

12:30 to 14:00

Lunch

14:00 to 20:30

Classroom

UPCOMING SESSIONS – 2008

1st semester:

Open MBA – Group 22

- 1st module – March 09 to 14, 2008
- 2nd module – June 29 to July 4, 2008
- 3rd module – October 26 to 31, 2008
- 4th module – February 01 to 06, 2009
- 5th module – May 17 to 22, 2009
- 6th module – August 23 to 28, 2009

In-Consortium MBA – Group 30

- 1st module – March 30 to April 04, 2008
- 2nd module – July 20 to July 25, 2008
- 3rd module – November 9 to 14, 2008
- 4th module – March 01 to 06, 2009
- 5th module – June 21 to 26, 2009
- 6th module – September 27 to October 02, 2009

In-Consortium MBA – Group 31

- 1st module – May 04 to 09, 2008
- 2nd module – August 17 to 22, 2008
- 3rd module – November 30 to December 05, 2008
- 4th module – March 15 to 20, 2009
- 5th module – July 05 to 10, 2009
- 6th module – October 18 to 23, 2009

2nd semester:

Open MBA – Group 23

- 1st module – August 24 to 29, 2008
- 2nd module – December 07 to 12, 2008
- 3rd module – March 22 to 27, 2009
- 4th module – July 12 to 17, 2009
- 5th module – October 25 to 30, 2009
- 6th module – February 21 to 26, 2010

In-Consortium MBA – Group 32

- 1st module – September 14 to 19, 2008
- 2nd module – December 14 to 19, 2008
- 3rd module – March 29 to April 03, 2009
- 4th module – July 19 to 24, 2009
- 5th module – November 08 to 13, 2009
- 6th module – March 07 to 12, 2010

WORKLOAD

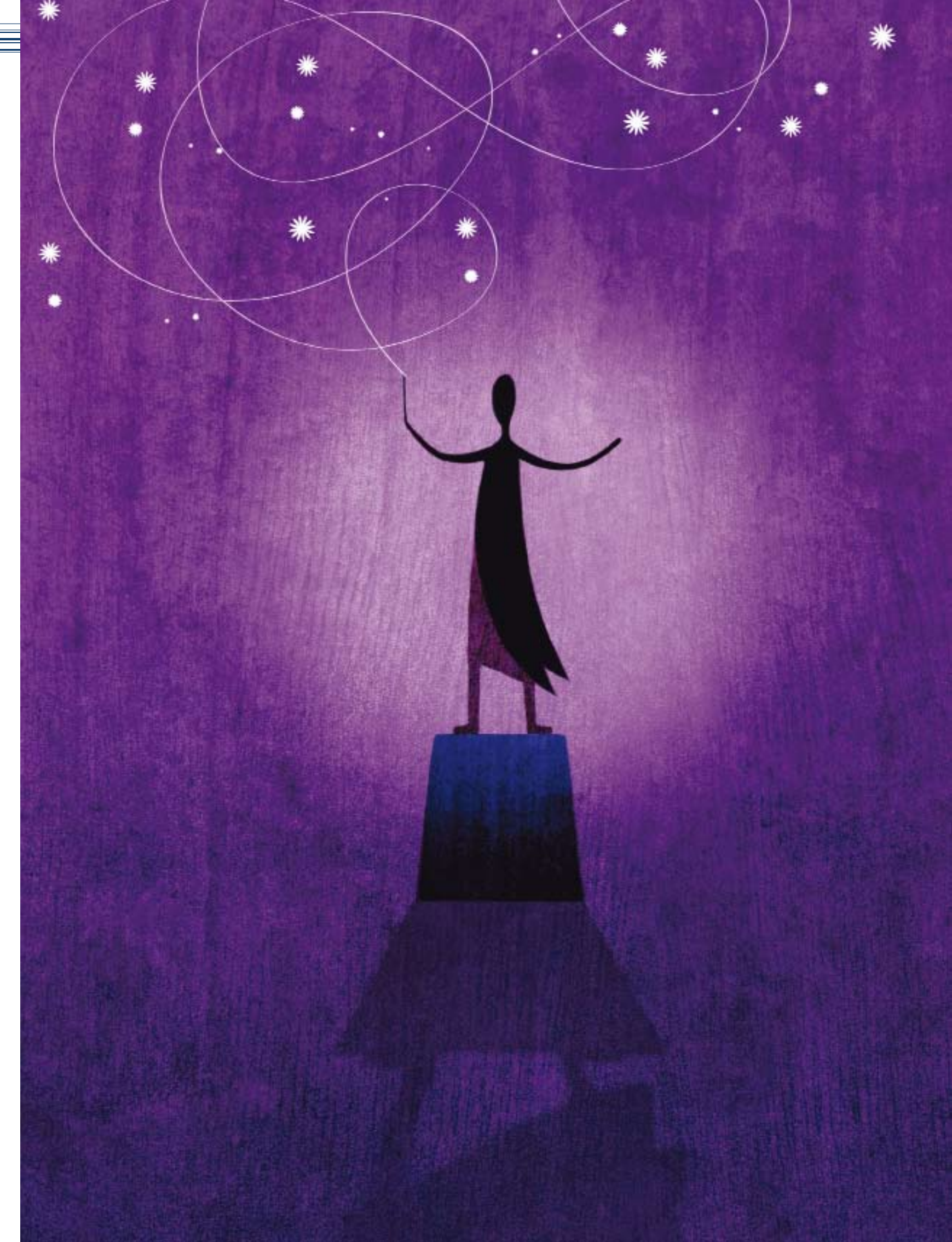
Classroom work – 365 hours

Distance-learning/Business Project – 625 hours

VENUE

FDC, Centro Alfa, Aloysio Faria Campus
Nova Lima - MG





Registration

Stages of the selection process

- Filling in the registration form at the FDC Portal: www.fdc.org.br.
- Presenting a letter of recommendation written by the candidate's immediate superior that lists the candidate's strong points and points to be developed.
- Presenting a letter of recommendation written by the company's HR Department recommending the candidate's participation in the program, career plan and program contextualization (necessary only for the in-Consortium program).
- Presenting an English reading-proficiency certification or taking a test at an institution selected by FDC.
- A personal interview.
- Feedback to the company.

Professional and academic performance

The candidate's professional performance is a determining factor. Candidates must have at least five years' experience and their professional path must be relevant and ascending.

This history must be confirmed by the company and by other references. Education and academic performance will also be analyzed.

Management potential and career plan

The management potential shown by candidates will be assessed based on their professional experience and career plans, besides the expectations and intentions of their companies. Communications, interpersonal, team-working and leadership skills will also be assessed.

Selecting the appropriate participant for the group

Only candidates whose profile fits the group's will be selected. Candidates whose profiles fit the program's but not the group's will be advised to wait for other groups to be formed.

Proficiency in English

Candidates must present proof of proficiency in English at the intermediate reading level. Only candidates who can present such proof through certification defined by the Selection Committee will be selected. Simultaneous translation will be available for classes and lectures taught in English.

Documentation

Candidates must forward completed registration forms, a CV, a copy of their college diploma and of their English language certificate, and two letters of professional recommendation. After receiving the documentation, the Selection Committee will analyze and assess it and then contact candidates to schedule individual interviews.



FDC: MELDING THEORY AND REAL LIFE PRACTICES

"I looked to the FDC MBA program due to the need to balance my entrepreneurial energy with management knowledge. I finished the course recognizing the patience that my peers showed towards me so that I could develop a new understanding about the dynamics of large corporations."

Paulo Borges

General Director

Atman - Serviços Inteligentes

"Several aspects made it extremely profitable to attend the FDC MBA program.

First of all due to the opportunity to carry out "a spiritual and academic retreat" during the weeks we spent there.

In second place due to the quality of the professors, of the program's content and also of the team that supports and manages the group.

Also, I couldn't help but mention the satisfaction gained by the exchange of experiences with my colleagues, the organizational diversity, and the 49 new friends I made who, just like the knowledge I have acquired, will last forever.

It was a time that demanded a lot of effort and personal dedication and much support from the family, especially for us "executive women". But I would be very glad to do it all over again.

I have already recommended the program to other personal and professional colleagues who, on seeing how enthusiastic I am, have accepted my suggestion and are already attending the program."

Martha Campos

HR President

Redecard

"The FDC MBA motivated me to rethink my career and identify opportunities, as well as strengthen my skills in leadership and strategic vision, which has certainly contributed to my professional development and growth. The program is developed within an intense and rigorous schedule, support from professors and complete administrative support. Classes are associated to practical activities where students learn and develop, by means of cases studies, their skills in facing real situations while constantly seeking the most appropriate solution to the problem that has been presented. The exchange of experiences through teamwork guarantees the efficiency of the methodology."

Marcia Scaramela

Head Private Banking SP

OAM - Opportunity Asset Management





FUNDAÇÃO DOM CABRAL



DEVELOPING EXECUTIVES AND COMPANIES

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