

**THE CHALLENGE**

Join multidisciplinary teams to build innovative solutions for a specific business challenge.

Campus B's main objective is to be a transforming agent in international education by developing customized academic modules that have relevant approaches and practical learning methods that connect universities (foreign and local), companies (in different sectors) and professionals / leaders (in different segments).

**We facilitate the experiences of foreign students in authentic immersion programs that add the participation of local students to solve real problems suggested by partner companies.**

With this mindset, we developed a Case Competition in partnership with AMBEV for the marketing area with a focus on Market Segmentation and Brand Positioning. The group was made up of 58 students from two renowned institutions: the Gies School of Business at the University of Illinois at Urbana-Champaign (UIUC) and the School of Economics and Administration at the University of São Paulo (FEA-USP).

INSTITUTIONS INVOLVED



The program was very important for the opportunity to experience a unique cultural experience and for bringing important elements for a deeper understanding of business environments, and their peculiarities in the current integrated global economy. "

**Regina Muller**  
UIUC STUDENT

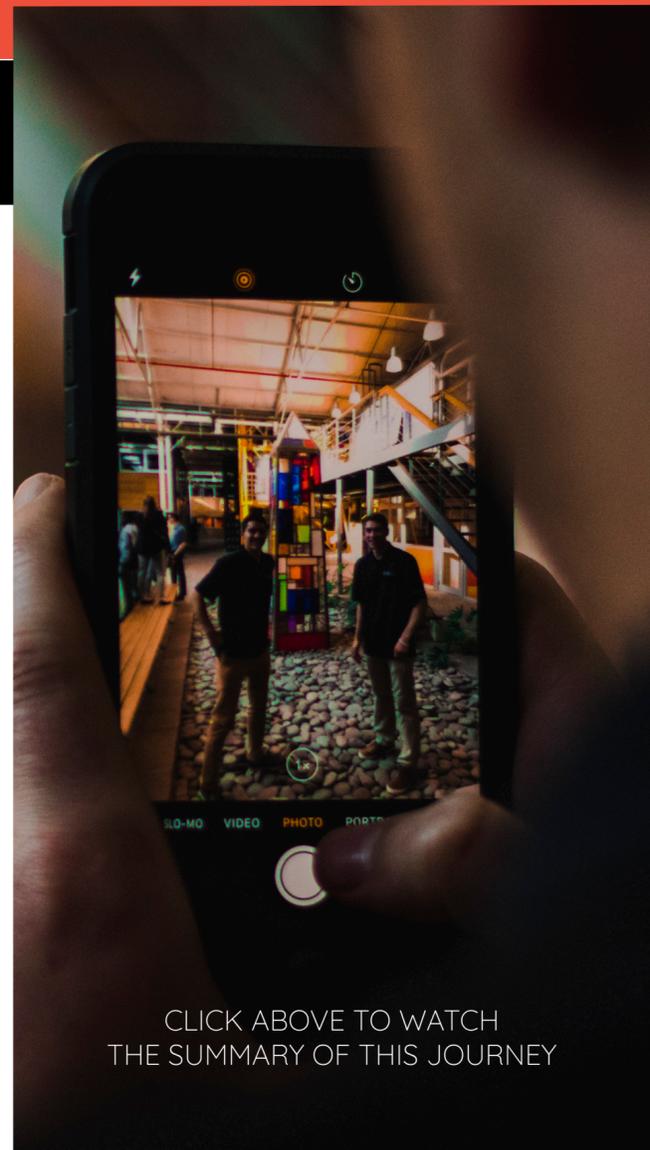
**THE SOLUTION**

Through strategic partnerships we create a **Case Competition with Ambev S.A.**

We selected undergraduate students from the Faculty of Economics and Administration of the University of São Paulo (FEA-USP) to be part of this **unique experience**. In addition to interactions such as **lectures and time to resolve the case on the USP campus, foreign and local students were able to expand their network by exploring the city of São Paulo.**

The students were divided into 12 teams that worked for a week to promote their solutions and present them to a bench formed by AMBEV professionals, professors from both universities and our team. At the end of the week, the students defended their ideas and the winning group was awarded by Ambev with a trip to the USA.

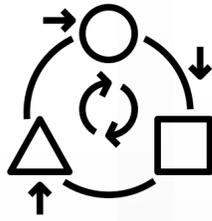
Following the program, UIUC students traveled from São Paulo to Rio de Janeiro and then Buenos Aires to deepen their respective understandings of the business and entrepreneurship ecosystem in South America. The Brazilian students who won the Case Competition had their travel confirmation to the USA with a focus on visiting UIUC in Illinois for an **academic exchange and professional development experience.**



CLICK ABOVE TO WATCH THE SUMMARY OF THIS JOURNEY

## THE RESULT

The program took place in May 2018 in Brazil and the USA in October 2018; along this journey the following concepts and practices were explored:



**Connections:** We promote the connection of countries, universities, students and companies creating the opportunity for the parties involved to have a constructive and impactful dialogue. Through this international networking everyone involved was able to exchange experiences and get out of that experience having added in several aspects of their lives.

It was very good to "unlock" my English. Until that first moment, I had never traveled abroad, but I have always done English my whole life. Having a conversation for 3 whole days with Americans, was very good! Furthermore, it had been the first time that I had given a presentation in English. After that, I gained confidence and was more relaxed to make this type of presentation."

**Rafaele Tiemy Aoyama**

FEA-USP STUDENT



**Experiential learning:** The exchange of learning made by foreign and Brazilian students exceeded expectations from the resolution of the Case to experimental exchanges outside the classroom. Brazilian students were exemplary hosts showing what the city of São Paulo has to offer; US students were able to receive the group of Brazilians in Urbana-Champaign, welcoming them to their campus for another exchange of experiences.



**Affectivity:** For many foreign and local students, this program was the first opportunity to interact with people from other countries. As a multicultural team, students had the opportunity to expand and exchange knowledge and experiences, promoting a global mindset of respect and affection.

The commercial objectives (protected by NDA) were also satisfactorily achieved by the group, adding innovative management and projection of medium-term financial results to the partner company, AMBEV.



The most memorable memories of the trip were working alongside Brazilian students in the Ambev case competition, and visiting some cities in Brazil and Argentina to learn about the culture. In my life today, if I meet a student or person from another country in a professional environment, I now understand that they probably work differently and I must try to adapt and accommodate so that we can work efficiently and effectively. I believe that I developed all the learning points during the trip: intercultural experience, critical thinking, adaptability, personal and professional development and global awareness."

**Michelle Milazzo**

UIUC STUDENT



Our passion in the academic field has given us the privilege of actively collaborating with **more than 80 universities**, offering **professional and extracurricular experience journeys directly impacting more than 4000 students**.

**REACH OUT TO US**

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