

# CPS Short-Term Program 2022

**Fatec**  
Sebrae

**ARInter**  
Assessoria de  
Relações Internacionais

**CPS**  
Centro  
Paula Souza

**SÃO PAULO**  
GOVERNO DO ESTADO  
| Secretaria de Desenvolvimento Econômico

## Innovative Ideas Generation



This course will provide tools to students about creation and modeling of innovative businesses.

The student will be able to:

- Understand the entrepreneurial profile
- Develop creative potential
- Generate creative business ideas
- Model new business
- Learn and practice “Elevators Speech” (“Pitch”) model for investors

“ it is, indeed, a great opportunity for the students who want to initiate their international experiences ”

**Daniela Vargas - Perú**  
**Universidad Nacional Mayor de San Marcos**

# Check out the requirements

Every year we welcome students from all over the world. You can become part of our international student community if you are:

- at least 18 years old
- enrolled in Undergraduation or Graduation degree
- proficient in the English language

**PS: Cooperation agreement between your institution and Centro Paula Souza is preferable but not required.**



## CPS Short-Term Course At-a-Glance



Guided Classes



15 hours:  
10 online  
5 teamwork



Collaborative Learning



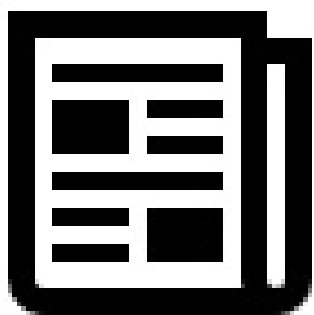
Certificate of  
Completion

# Application

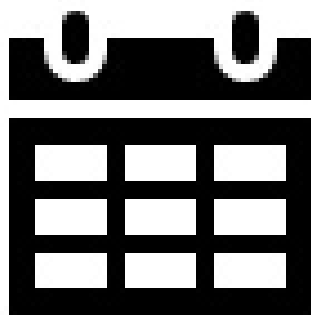
We want to reach as many people as possible. Contact the International Office of your institution and check if you are eligible for the application or send an e-mail to:

**[informacao.arinter@cps.sp.gov.br](mailto:informacao.arinter@cps.sp.gov.br)**

## Course Info



**Apply by:**  
**July 10, 2022**



**Start Date:**  
**July 26, 2022**



**Course Duration:**  
**7 days**



**Language:**  
**English**



**Effort:**  
**15 hours**



**100% online**

***Any further questions? We are always happy to help you!***

***CPS Short-Term Program Teams is looking forward to welcoming you to our Online Courses!  
Should you have any questions about the programs, please get in touch:  
Email: [informacao.arinter@cps.sp.gov.br](mailto:informacao.arinter@cps.sp.gov.br)***



# Professors Bio



Caio Flavio Stettiner, MEd, Bachelor in Business Administration by Fundação Getúlio Vargas, specialist in Higher Education Teaching and Logistics of Commercial Operations and Master in Education by the University City of São Paulo, 27 years of experience as an entrepreneur and collaborator of large companies, with working experience of fifteen years in consultancy and training in Entrepreneurship and Logistics. Researcher in Entrepreneurship, Entrepreneurial Education and Logistics, currently Master Professor and Course Manager of Business Management and Innovation at Fatec Sebrae Business School in Brazil.



Jorge Tenório Fernando, PhD in Management Studies from Pontifícia Universidade Católica de São Paulo, with a period as Guest Doctoral Researcher at the University of Mannheim, Germany through the sandwich research grant by CAPES; Master's Degree at Business Administration from Universidade Presbiteriana Mackenzie; Specialist at Applied Consumer Sciences and MBA in Marketing from Escola Superior de Propaganda e Marketing; Specialist in International Trade from Fundação Armando Álvares Penteado; Bachelor Degree at Language and Literature (English, German, Portuguese) from Universidade de São Paulo. Over 25 years' experience as executive in national and multinational companies in the areas of international trade, business development, and strategic marketing. Professor for undergraduate management courses at Centro Estadual de Educação Tecnológica Paula Souza (FATEC, ETEC) in the last four years. In 2019, delivered lectures for graduate specialization courses at Universidade São Judas. In 2020, was a lecturer for the MBA courses at FUNDACE, an institution associated to FEA (University of São Paulo, campus of Ribeirão Preto).

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