



ESEG
INTERNATIONAL
APOIO AO ALUNO

Foreign Student Handbook



ESEG

FACULDADE DO GRUPO ETAPA

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Paraíso Campus
Rua Vergueiro, 1549



Ana Rosa Campus
Rua Vergueiro, 1951

1. Introduction to ESEG

Welcome to ESEG – Faculdade do Grupo ETAPA

In 2006, Grupo Educacional ETAPA created ESEG aiming to extending to higher education the same excellence built since the 1970s in pre-university courses and basic education.

ESEG's purpose is to provide students a complete training in an increasingly complex and competitive world. Its programs in Administration, Law, Economics, Computer Engineering and Production Engineering were structured to provide students the necessary preparation to meet the diverse demands of corporations as well as the society, which are in constant transformation guided, mainly, by technological innovations.

ESEG has two campuses in the city of São Paulo, located in a privileged area with easy access to public transport and a region rich in tourism and commerce. Furthermore, the Faculty has a complete infrastructure to train qualified professionals ready to stand out in the professional market.

ESEG International

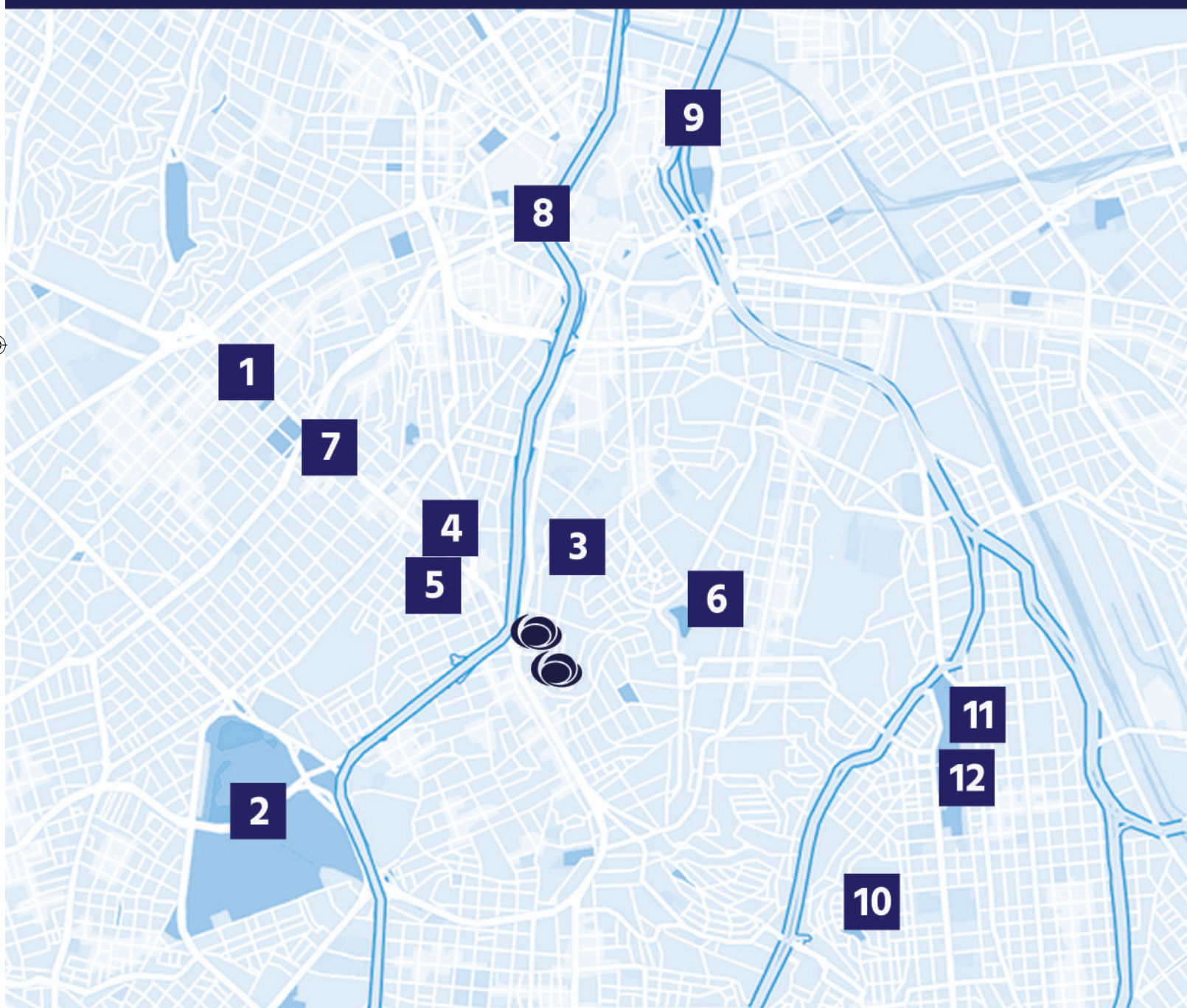
The sector provides guidance since the application, until the end of the program. To help you during the exchange period, ESEG International offers information and help in relation to academic matters, such as processes, documentation, communication with your home institution, as well as guidance on the services available at ESEG and its surroundings.

If you have any questions, contact the ESEG International sector:
Vanessa Martins | e-mail: vanessa.martins@eseg.edu.br

2. Interesting points in São Paulo

São Paulo, the largest city in Brazil, offers a diversity of touristic and commercial attractions that reflect its cultural and economic richness.

Discover the main attractions close to ESEG:



1



Avenida Paulista: the heart of the city, full of commercial buildings, shopping malls, cultural centers and restaurants. Located 850 m away.

2



Ibirapuera Park: an urban oasis with green areas, lakes and cultural spaces, such as the Museum of Modern Art (MAM). Located 2.5 km away.

3



São Paulo Cultural Center: place for cultural events and exhibitions, which provides an immersion in local art. Located 500 m away.

4



Japan House: space dedicated to contemporary Japanese culture, with exhibitions, events and gastronomy. Located 1.1 km away.

5



Casa das Rosas: small palace that houses exhibitions, cultural events and a pleasant garden to relax. Located 1.2 km away.

6



Aclimação Park: one of the oldest parks in the city, ideal for walks and outdoor activities. Located 1.3 km away.

7



São Paulo Museum of Art (MASP): important art museum in Latin America, with a vast international collection. Located 2.6 km away.

8



Viaduto do Chá: considered an architectural landmark of the city, it provides panoramic views of the central region. Located 3.6 km away.

9



Theatro Municipal de São Paulo: considered an architectural landmark of the city, it provides panoramic views of the central region. Located 3.6 km away.

10



São Paulo Aquarium: offers a fascinating experience with diverse marine species and interactive activities. Located 4 km away.

11



Independence Park: located in the historic Ipiranga neighborhood, it houses the Ipiranga Museum and is ideal for walks and outdoor activities. Located 4. km away.

12



Ipiranga Museum: important historical institution that portrays the history of Brazil, especially independence. Located 4 km away.



3. Places to eat near ESEG

Check out some suggestions for places to eat near ESEG:

- **Almadu Gastrobar (\$\$\$)**

Rua Apeninos, 883 (located 70 m away).

- **McDonald's (\$\$)**

Av. Bernardino de Campos, 307 (located 500 m away).

- **Restaurante e Lanchonete Tapera (\$\$)**

Rua Vergueiro, 1635 (located 90 m away).

- **Padaria Moça Paulista (\$\$)**

Rua Vergueiro, 1709 (located 170 m away).

- **Restaurante e Lanchonete Flor do Paraíso (\$\$)**

Rua Domingos de Moraes, 26 (located 210 m away).

4. Transport

To facilitate student mobility, there are several transport options available in the region. From buses, the subway system, trains and even app-based transport services, students have access to alternatives that make getting around the city of São Paulo more accessible and convenient.

Explore the transportation options below to plan your journeys during your stay in São Paulo.

4.1 Ônibus municipais e metropolitanos

The city has an extensive network of bus lines that connect different parts of the city, including metropolitan regions.

To pay for your bus trips, use change or present your rechargeable card, if available.

Values

The cost of a bus ticket in the city of São Paulo is R\$5.00. If you prefer to integrate* with a rechargeable card, the updated price is R\$8.20.

The price of a bus ticket in the metropolitan region varies, depending on the desired destination.

*When the user uses road and rail transport on the same route.

4.2 Metro e CPTM (train)

The city of São Paulo has subway and train lines that connect neighborhoods in the capital and metropolitan regions. The subway operates with six lines, with 91 stations, and transports millions of passengers daily in the city of São Paulo. CPTM operates with five train lines, 57 stations and transports users within the capital and cities that make up the metropolitan region.

The Ana Rosa and Paraíso stations, both on lines 1 - Blue and 2 - Green, are located very close to the ESEG campuses.

4.3 How to buy metro and CPTM passes

The value of the Metro and CPTM ticket is R\$5.00. If you prefer to integrate* with a rechargeable card, the updated price is R\$8.20.

To buy a subway or train ticket in São Paulo, you can follow these steps:

1. Go to the ticket office or the self-service machines located at the stations;
2. Choose the type of ticket you want to buy, such as a single ticket or loading credits onto a rechargeable card;
3. Insert the necessary money or use your debit card at the self-service machines, following the instructions displayed on the screen;
4. Collect your ticket printed in QR Code format or wait for the credits to be loaded onto your rechargeable card;
5. Keep the ticket or rechargeable card to present it at the turnstiles to access the subway or CPTM platforms.

*When the user uses rail and road transport on the same route.

4.4 São Paulo Metropolitan Transport Map

The São Paulo metropolitan transport map is an essential tool for users who want to get around the city's extensive public transport network. Check the Metropolitan Transport Map below to identify lines, stations, integrations, connections and additional information.

4.5 How transport app works

A practical alternative for getting around São Paulo is app-based rides. The two main platforms that operate safely in the city are UBER and 99. See how it works:

- Application: download the application for the desired platform and create an account;
- Trip Request: Open the app, enter your destination and payment method. When requesting the ride, you will receive information about the vehicle, the driver and the estimated waiting time.
- Wait and ride: Your designated driver will come to your departure location to pick you up. During the trip, you can follow the route in real time through the app.
- Payment: at the end of the trip, payment is automatically processed by the application, using the previously registered payment method or, if you prefer and if the option is available, you can pay in cash, a method previously enabled when requesting the ride.
- Rating: After the trip, you can rate the driver and the experience.
- We recommend UBER and 99

Mapa do Transporte Metropolitano

Metropolitan Transport Network



Legenda Legend

	Linha 1 - Azul Line 1-Blue	METRÔ
	Linha 2 - Verde Line 2-Green	METRÔ
	Linha 3 - Vermelha Line 3-Red	METRÔ
	Linha 4 - Amarela Line 4-Yellow	VIAQUATRO
	Linha 5 - Lilás Line 5-Lilás	METRÔ
	Linha 7 - Rubi Line 7-Ruby	CPTM
	Linha 8 - Diamante Line 8-Diamond	CPTM
	Linha 9 - Esmeralda Line 9-Emerald	CPTM
	Linha 10 - Turquesa Line 10-Turquoise	CPTM
	Linha 11 - Coral Line 11-Coral	CPTM
	Linha 11 - Coral - Expresso Leste Line 11-Coral - East Express	CPTM
	Linha 12 - Safira Line 12-Sapphire	CPTM
	Linha de Ônibus Especial Especial Bus Line	CPTM
	Expresso Turístico Touristic Express	CPTM
	Ponte ORCA - tarifada Orca Shuttle Service	EMTU
	Corredor Metropolitano de Ônibus ABD ABD Metropolitan Bus Corridor	EMTU

	Terminal Metropolitano de Ônibus Metropolitan Bus Terminal
	Estação Station
	Estação de Integração - gratuita Integration Station - Free Interchange
	Estação de Integração - tarifada Integration Station - Paid Interchange
	Estações com elevador Station with elevator
	Paraciclos Bike Attaching Post
	Bicicletário Bike Parking Terminal
	Bicicletário com empréstimo de bicicleta Bike Parking & Rental Terminal
	Estacionamento de Carro Integrado Integrated Car Parking

Informações úteis Useful Information

CPTM	www.cptm.sp.gov.br	0800 055 0121
EMTU	www.emtu.sp.gov.br	0800 724 0555
METRÔ	www.metro.sp.gov.br	0800 770 7722
VIAQUATRO		0800 770 7100



5. Recommendations for places to stay near ESEG

- **Hostel Cuarto**

R. Arujá, 45 - Paraíso (2 minute walk from campus)
Tel.: +55 11 99501-3197 | www.hostelcuarto.com.br

It has capacity for 52 people, collective bedrooms (up to 10 students per bedroom), it has also 3 individual suites.

Price for groups: girls/ boys in collective bedrooms
R\$ 83,93 reais per night.

Single suites: R\$ 260,00 reais per bedroom.

- **Tapera Hostel**

Rua Correia Dias, 304 - Paraíso (1 minute walk from campus)
Tel.: +55 11 2368-6388 | www.taperahostel.com.br

It is similar do hostel Cuarto, but has smaller rooms for 4 or 5 people. Fares from R\$ 85,00 reais per night. They also have single suites similar to Cuarto.

- **Hotel Pousada Valparaíso**

R. Apeninos, 1102 - Vila Mariana (5 minute walk from campus)
Tel.: +55 11 3556-7373 | www.pousadavalparaiso.com.br

Values from R\$ 270,00 reais for double rooms. Breakfast included. They have a partnership with our school.

- **Ibis Budget Paráiso**

Rua Vergueiro, 1571 - Vila Mariana (1 minute walk from campus)
Tel.: +55 11 5085-5699 | www.all.accor.com/hotel/3531/index.en.shtml

Fares varies considerably according to the period.
Can range from R\$ 300,00 to R\$ 600,00 reais.

- **Charlie Apart Hotel**

Rua Vergueiro, 1661 - Paraíso (5 minute walk from campus)
Tel.: +55 11 5084-7030 | www.staycharlie.com.br

Used to be a Meriot hotel. They have a gym and a small pool with view to São Paulo. The rooms are big and equipped with fridge and microwave. They don't offer breakfast. It is an apart hotel.

Average prices

Suite for one person: R\$ 369,00 reais + 5% tax

Suite for two people R\$ 409,00 reais + 5% tax

Suite for three people R\$ 539,00 + 5% tax (they have 3 suites for 3 people)

This chain has other similar units in the area. There is one at Apeninos Street called Paulista suites. Fees can range from R\$ 200 to R\$ 700 accordingly to the period and demand.

The Paulista suites unit works as a hotel, the others are apart hotels with no hotel services.

- **Hotel Estação Paraíso**

Rua Vergueiro, 1563 - Vila Mariana (2 minute walk from campus)
Tel.: +55 11 5010-9340 | www.hotelestacaoparaíso.com.br/

Fares range from R\$ 260,00 reais for double rooms with breakfast. There are triple rooms. (one double bed + one single bed) or rooms for 4 (one double bed and one bunkbed).

- **Places to live**

Share student living: www.sharesl.com.br

Shared appartments with facilities such as gym, laundry, kitchens.
Closest unit to ESEG: Vila Mariana

6. Etiquette in Brazil

When visiting Brazil, it is important to understand some aspects of the local culture and habits for a more harmonious and enriching experience. Brazilian etiquette reflects a rich combination of traditions, values and behaviors that shape social interactions and shared experiences. In the following topics, you will find some guidelines that can facilitate your adaptation to the Brazilian soil. By understanding these principles, you will not only adjust more easily to life in Brazil, but you will also be able to cultivate more authentic and meaningful connections with the people and culture of this country.

6.1 Greetings

In Brazil, greetings play an important role in social interactions. The most common is the handshake, especially in formal settings and between people who do not have a close relationship.

For more informal greetings or between friends and family, a hug or kiss on the cheek is common, usually just a kiss on the right side of the face.

Eye contact and a smile are valued aspects during greetings, as they demonstrate cordiality and mutual respect.

6.2 Important dates

Brazilians deeply value religious and cultural celebrations and holidays. It is essential to show respect for these dates, as they reflect the identity and values of Brazilian society. By recognizing the importance of these celebrations, you not only better integrate into the local community, but also enrich your cultural experience in Brazil. Furthermore, be aware that these occasions may influence the opening hours of establishments and services throughout the day. Another important date is Mothers day which is celebrated on the second Sunday of May.

6.3 Clothing

In Brazil, clothing varies depending on the region, climate and occasion. In general, the country has a tropical climate, so light, comfortable clothing is common most of the year. In cities, the style of dress is often casual, but in more formal settings, such as offices, social events and colleges, more elegant attire is expected. In coastal areas and during the summer, beachwear is appropriate.

When visiting religious sites such as churches and temples, it is



recommended to dress modestly and respectfully. At cultural events, such as folk festivals and festivals, it is common to see traditional costumes. In summary, when choosing your attire in Brazil, consider the climate, occasion and local culture to ensure a comfortable and respectful experience.

6.4 Hygiene habits

Taking care of personal hygiene is extremely important for Brazilians. These are people with common habits such as daily bathing, brushing teeth after each meal, constant use of products, deodorant, among other customs. Respecting these hygiene habits not only contributes to your individual well-being, but also to harmonious coexistence in shared and public environments. When visiting public places, it is courteous to maintain good personal hygiene for a comfortable experience that is respectful of others and the local culture.

6.5 Eating habits

Eating habits in Brazil reflect the country's cultural and regional diversity. Breakfast may consist of bread, cheese, fruit and coffee. Lunch is the main meal of the day and is generally served between noon and 2pm. A typical Brazilian meal includes rice, beans, meat, salad and, often, some type of flour, such as cassava or farofa. Dinner may be similar to lunch or a lighter meal. It depends on each family's culture. In the Winter people like to eat soups.

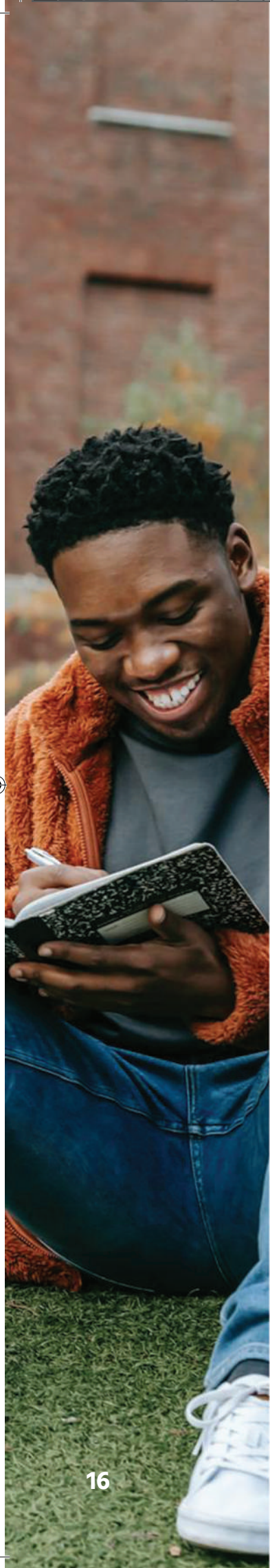
It is ideal to have at least three main meals a day, but it is also common practice to have small snacks between meals, such as fruit, snacks or cakes. Brazilians value meals shared with family and friends. Meals are often moments of conviviality and socialization.

During your stay in Brazil, it is interesting to try the rich variety of Brazilian cuisine, which includes traditional dishes from different regions of the country. Respecting local eating habits, discovering new flavors and being open to different gastronomic experiences contribute to a more complete immersion in Brazilian culture.

6.6 Respect and tolerance

Brazil is a multicultural nation, with a mix of cultures, ethnicities and religions. Demonstrating respect and tolerance towards differences is fundamental to a harmonious coexistence.

Understanding and respecting Brazilian etiquette is essential for a complete and peaceful experience. By adopting local habits, such as greetings, eating habits and respect for diversity, foreign visitors can



form deeper connections with the culture and people. The gap among social classes in Brazil tend to be very deep. Understanding this reality can be determinant for stablishing true relationships and build trust. Speaking about material achievements and status most times is not appropriate specially when there is a mix of situations within a group. Communication is also a key aspect to develop understanding. Brazilian people work within a high context type of communication which means that the environment and situation has to be considered when something is said. Words alone can be misleading, while in the low context communication type what is said is the only thing that has to be considered. In São Paulo people tend to be more pragmatic and objective than in other parts of Brazil. People tend to be kind and like to help foreigners going sometimes beyond their means in order to help. When they feel they are not getting to please even making efforts, they often feel very disappointed and it can harm relationships.

6.7 Toilet paper

In Brazil toilet paper is discarded in toilet bins sit beside the toilet bowls. Please do not flush toilet papers into the toilet bows because it can get stuck into the pipes.

6.8 Do not slam the car doors

Please pay very important attention when you get in and get out of the cars. Close the doors smoothly please it is considered unpolite to slam the doors.

6.9 OK sign

Please do not use the OK sign in Brazil. It is considered offensive.

6.10 Punctuality

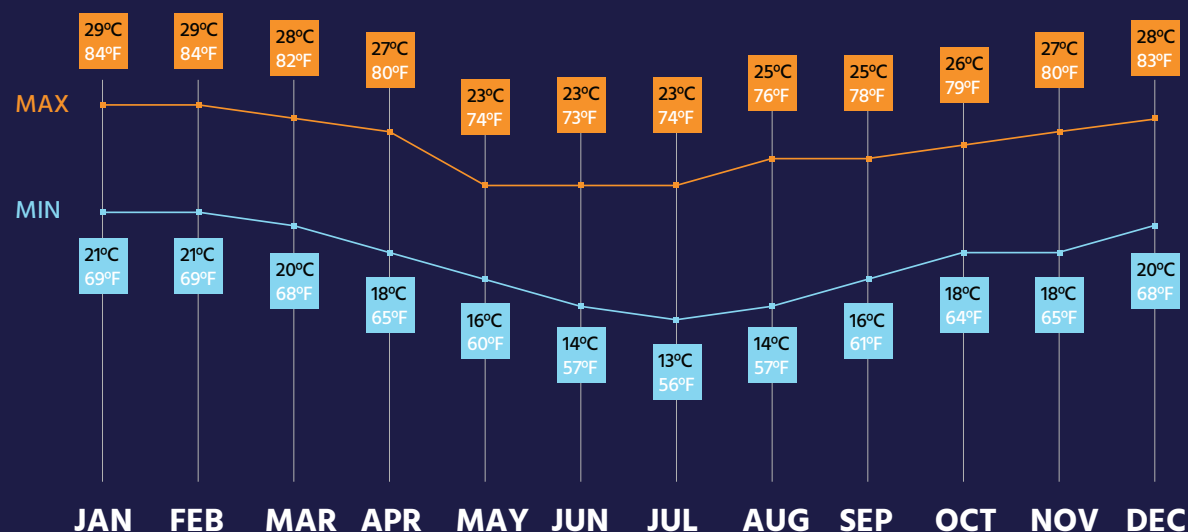
Punctuality in São Paulo is very important, although some people think that Brazilians don't care for it. We do! Specially if it is a business meeting. On the other hand social gatherings are not strict and tend to start with some delay. A 10-minute delay is tolerated. Other parts of Brazil have different tolerances to the punctuality issue.



7. The climate in Brazil

Brazil has a very variable climate. In the North and Northeast regions, you will find a hot and humid tropical climate, with rain concentrated at certain times. In the South, Southeast and Central-West regions, there are more defined seasons of hot, humid summer and mild winter.

During the months of April to May, Brazil experiences significant changes in climate. During this period, many regions transition from summer to autumn. Temperatures tend to gradually decrease, marking the beginning of a milder season, with shorter days and cooler nights.



8. Basic expressions in Portuguese

Olá / Oi

Tudo bem? /
Como vai você?

Bem

Até logo

Bom dia

Boa tarde

Boa noite

Sim

Não

Por favor

Desculpe

Com licença

Qual é o seu nome?

Meu nome é

Estação de metrô

Estação de trem

Terminal de onibus

Onde fica?

O que, qual

Onde?

Porque?

Quando?

Quem?

Eu quero

Você tem?



Hello / Hi

All good? /
How are you?

Good

See you later

Good morning

Good afternoon

Goodnight

Yes

No

Please

Sorry

Excuse me

What is your name?

My name is

Metro station

Train station

Bus terminal

Where is it?

What?

Where?

Why?

When?

Who?

I want

Do you have?

Eu tenho /
Eu não tenho

Que horas são?

Talvez

Você fala inglês?

Eu não falo português

passaporte

Sem problema

Você poderia me
ajudar, por favor?

Eu preciso

Faculdade

Hospital

Farmácia

Médico

Polícia

Restaurante

Hotel

Comprovante

Campus

Semestre

Identidade estudantil

Horário comercial

Presença

Ausência

Anotação

Sala de aula

I have /
I don't have

What time is it?

Perhaps

You speak English?

I do not speak Portuguese

Passport

No problem

Could you help
me please?

I need

Faculty/College

Hospital

Pharmacy

Doctor

Police

Restaurant

Hotel

Proof

Campus

Semester

Student ID

Business hours

Presence

Absence/Missing

Note

Classroom

9. How to access the contents of undergraduate programs at ESEG

So that you can fully experience your learning during your time at ESEG, check out some guidelines.

11.1 Wi-fi

The Faculty's internal network (Wi-Fi) is identified as "ESEG-WIFI" and is available throughout the campus, offering students a stable and reliable connection to facilitate their academic and research activities.

Access to Wi-Fi occurs through the RA (user) and each student's personal password. This password is emailed to all new students at the start of the semester, ensuring they can connect to the wireless network quickly and conveniently.

11.2 Canvas

CANVAS is the learning system used by ESEG and, upon enrolling as an exchange student, the student receives access.

11.3 Student card

The student card is the student's identification at the Faculty and will be requested whenever necessary to:

- Access the Student Area on the Faculty Portal;
- Use the Library;
- Carry out tests;
- Participate in events.

The student card is for individual use, non-transferable and mandatory for admission to the Faculty and, whenever requested, it must be presented.

Welcome to ESEG!

10. Apps of interest

Transport



Uber



99



Moovit



Google
Maps



Metrô de
São Paulo
Oficial

Food



Ifood



Rappi

Communication



Google
Translate

11. Useful contacts

Firefighters

193

Police

190

State Civil Defense

+ 55 11 2193-8888

Civil Police

197

Hotline

181





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X:
eseg_oficial