



Research Article

Social inclusion in management: the Brazil for the world

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Abstract

This theoretical essay refers to the context of the relations of social inclusion to be held in a local context of the Administration area. Given the knowledge of Directors spread around the world through American thinkers, European, Asian and other developed countries was thought a collection called Pop Administration in 14 volumes that will be scattered in Portuguese, Spanish and English at first shaped on demand (printed) and mobile form (e-books). These authors believe that a leader country in South America that had so many economic and social changes in recent times should help develop a management theory that speaks of an attitude change for social capitalism unbridled capitalism based on the values of social capitalism, as necessary today. The study of Administration using an experience from a developing country, in this case Brazil, is important in view of the constant improvement of business activities, with a focus on continuous improvement of practices and theoretical advances of Management Science.

Keywords: Inclusion, Administration Pop, Social Capitalism

INTRODUCTION

Don Bosco always been inspired by the improvement of youth and more than that on their inclusion in society through a profession. Pedagogy of Don Bosco loving kindness, professionalism and preventive method rather than a will, are sides of the same coin that thinks humans in their difficulties, especially youth ethically and with changing through education.

According Stainback (1999) Social inclusion is a set of means and actions that combat exclusion to the benefits of society, caused by a lack of social class, geographic origin, education, age, disability or existence of racial prejudice. Social inclusion is to offer opportunities to the needy access to goods and services, within a system that benefits all not just the most favored in the meritocracy system in which we live.

The objective of this paper is to explore the theme of social inclusion through a collection of directors named Pop Administration that will be distributed digitally (most economical) way to teach and on demand Administration perspective of a Brazilian business acumen. Toward this goal, we present the basic concepts of Directors, its function and its importance in the national and global context.

Brazil in the world context

The second IBGE Brazil is a country with a huge population: 190 732 694 people and has a GDP of R \$ 3.675 trillion which puts us in the fifth largest economy in the world in terms of GDP and sixth in terms of population.

Despite this apparent strength our country is still riddled with large regional and national differences and much

remains to be done to change this situation. According to an interview in Piauí Magazine (2012) on the economist Ricardo Paes de Barros, "the researcher was responsible for injecting unprecedented levels of accuracy in studies on poverty and inequality in Brazil" All existing wealth is apparent throughout a distributed way.

This economist could change the maldistribution of income in Brazil using the program of school bag created by FHC - Fernando Henrique Cardoso and joining all the programs in the same family called stock exchange, demonstrating success and need some improvements.

The great achievement of Franco in his brief stint as president of the country (December 1992 to December 1994) was the Real Plan, prepared by the government's economic team, led by technically economist Edmar Bacha and as a political godfather of the then Minister of Finance Fernando Henrique Cardoso.

The Real Plan has changed the inflation scenario in Brazil, significantly transforming the country with lower inflation. Itamar did what we call the term "buffer" and did brilliantly directly attacking the villain of the economy, contributing decisively to the evolution of the country in the decisions of presidents who succeeded him. With the success of the Real Plan, the natural successor of his government was the father of the Real Plan, Fernando Henrique Cardoso.

The FHC was the undisputed landmark developments in the country. Even today, the Cardoso government receives criticism from the opposition, who sought decisions by modern state and the politics of lesser presence in this typically private sectors. So it was that gave effect FHC continuity to privatization, initiated during the Collor government, not essential to the state sector, as some roads, telecommunications, banks and state enterprises that served only as a "hanger" of jobs in the service of politics.

Besides the actions of privatization in companies that generate budget deficit, FHC has created a number of social inclusion programs, and the most famous was the Bolsa Escola, Bolsa Família transformed into Lula.

Allied to this, Brazil has adopted a policy of real minimum wage increase that adopted by Lula and Dilma maintained by that does the following: Since 2003, the minimum achieved real gains of 63%.

No category was equal adjustment. The recovery of the minimum wage happened thanks to the rule established in agreement between the government of President Lula and the unions: the rate of inflation in the previous year plus the growth of GDP of the previous two years, the same formula applied now by the government Dilma and resulted in R \$ 678.00 from January 2013, corresponding to an actual increase of 9% over the previous year.

We cannot believe in government who say: "Never before in this country," but those who look back and build the future using the good things of the past and evolving and adding new changes that will be beneficial to his people and his country.

According to the Central Bank (2012) based on the average dollar value between buying and selling on 01.04.2013, the minimum wage matches the US\$ 332.00. It is a high value for world references, but in terms of Brazil it is an important and meaning more than that we know that it distributes income and makes a new Brazilian middle class, which emerges from these social policies emerge that confirm the improvement income and social inclusion.

Allied to this the government Dilma way public banks, mainly Caixa Econômica Federal and Banco do Brasil, put the Brazilian interest rate at its lowest level, i.e, each closer to the international interest rates and getting out of the sad day level of higher interest rate in the world. But the news is that private banks are not following this policy the satisfaction and something must be done by the central government.

According to ANEFAC (2012) the interest rate in Brazil considering all the cuts basic interest rate (Selic- basic Brazilian interest rate), promoted by the Central Bank since July / 2011, had at this period (July / November 2011 / 2012) a reduction in the Selic rate 5.25 percentage points (down 42.00%) to 12.50% annually in July / 2011 to 7.25% in November / 2012.

In this period the average interest rate for individuals was reduced by 28.26 percentage points (down 23.31%) of 121.21% per year in July / 2011 to 92.95% annually in November / 2012. In the corporate credit operations decreased by 13.56 percentage points (down 22.22%) of 61.03% per year in July / 2011 to 47.47% annually in November / 2012.

For the next few months in 2013 ANEFAC says: "Our expectation is that interest rates again be reduced in the coming months due to the improving economy, greater competition in the financial system after public banks promote reductions in their rates interest, as well as the expected reduction in default rates"

Linking the information with the Central Bank of ANEFAC we can infer that social policies in Brazil started with school bag, continuing with the family purse should take another leap and beyond to deliver an income to the poorest, removing poverty, could advance giving a new expectation on the social side, through the professional qualification of these people.

Pop Administration, a differentiated collection in Portuguese, Spanish and English

According to Peter Drucker (1992) in the twenty-first century we are living in the information and knowledge society. The influence of European and American authors and Asians in the business world can be felt by everyone and the best

business schools are located in these countries through specialized about rankings.

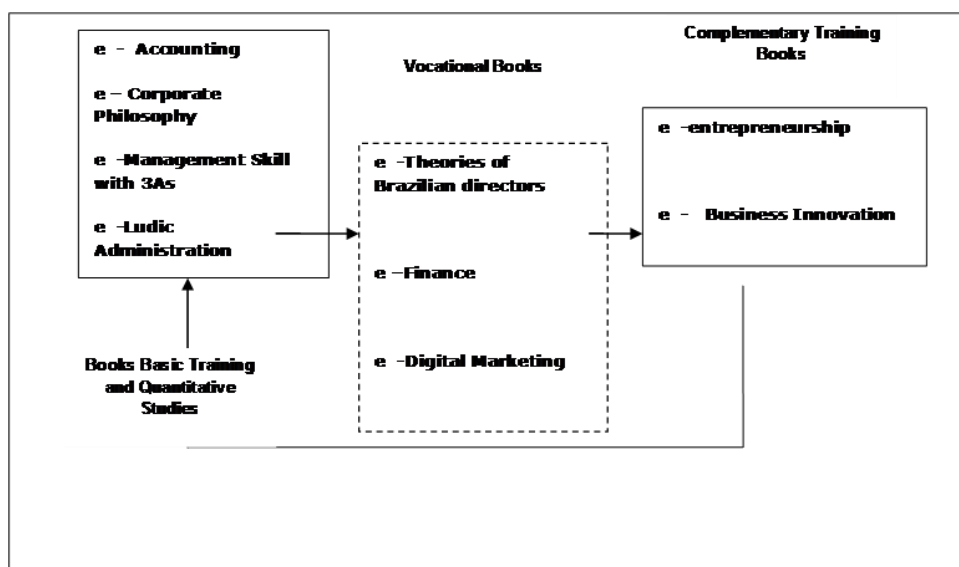
Stephen Kanitz (1993), an excellent Brazilian director, who made master of business administration - an MBA at Harvard, in an article in Exam magazine suggests new alternatives for the economic management of this country. For it is necessary to make room for administrators, engineers, financiers, entrepreneurs, psychologists and accountants.

He economists, only in the 80s, used us as guinea pigs in the following experiments:

- 07 stabilization plans;
- 13 wage policies;
- 17 changes in exchange rules;
- 53 rules changes to price controls;
- 20 plans for external debt;
- 18 decrees of public spending cuts and austerity projects;
- 04 different coins;
- 10 different indices for calculating depreciation of money.

Accordingly with all this accumulated experience in these past years administrators decided to join and create a composite collection of 13 books, which embraced a Theory of Brazilian Administration, with a vision of emerging country wanting to participate in the world.

Figure. The collection will feature the following topics addressed



Source: author

Each book will come out in form on demand (printed) and mobile form (Apple store, Google, Amazon), reaching all audiences inside and outside the business area and interested in the subject and also in Portuguese, English and Spanish (to be hired yet).

Social Inclusions using Don Bosco and Social Capitalism

Analyzing the current moment that Brazil is going to talk about corporate governance is a subject that demands two key topics for Brazil's past, present and future: ethics and transparency in business and government. After we had the Enron case in the United States, the movie Wall Street with Michael Douglas, the Occupy Wall Street movement and so many economic crises, both in Europe and the USA and several other countries have to rethink capitalism.

According to Wikipedia (2012): Occupy Wall Street (Occupy Wall Street), OWS is a protest movement against social and economic inequality, greed, corruption and undue corporate influence - particularly in the financial sector - the government of the United USA. Started on September 17, 2011 in Zuccotti Park in the financial district of Manhattan in

New York City, the movement still denouncing the impunity of beneficiaries and the global financial crisis. Subsequently emerged Occupy other movements throughout the world.

According to Fukuyama (1994) in his famous work that resonated worldwide one realizes that the end of history is an undaunted vision after the capitalist system does not exist anymore. Unlike believe that unbridled capitalism must leave the stage for the entry of a social capitalism.

The View (2012) magazine in your yellow pages the ideas of Prof. Kevin. Kaiser, professor of management at INSEAD (the name was formerly an acronym for the French "Institut Europé end' Administration des Affaires" or European Institute of Business Administration) is a world leader and one of the largest business schools graduate, with campuses in Europe (Fontainebleau, France), Asia (Singapore) and the Middle East (Abu Dhabi), as well as a research center in Israel. According to prof. Kevin Kaiser capitalism is just beginning, because he preaches something we consider to be the social capitalism.

In this interview prof. Kevin Kaiser says that whenever capitalism is introduced, the poor gain access to education, food and drinking water. Capitalism, he said, has the power to free the poor from the rulers.

Marcelo Neri (2011) Brazil with the influx of the new middle class, the class C (105 million people), today means 55.05% of the Brazilian population, and is the dominant class because owns 46.6% of power against Brazil in buying 45.6% of the classes a and B totaling 25.5 million people.

We understand that companies use corporate governance will be taking a leap ahead in business and will be very welcomed by stakeholders (customers, suppliers, shareholders, competitors etc.).

I also think that professional advice Administration, Accounting and Economics Brazilians should encourage an early attempt in Brazil, and went no further, we have the publication of balance sheets, income statements and other financial documents, including international accounting model for micros , small and medium enterprises.

This would give a new thrust to these occupations, mainly to Counters, and would cause companies to be more transparent, with more reliable information and indicators of improvements all the time. Will we live to see it? Well, it cannot predict, but that the path of wild capitalism to social capitalism is a path of no return is a feasible belief.

CONCLUSION

This is the moment of affirmation of Brazil in the contemporary global scenario and the best expression of this is increasingly be good stewards, and could have an Administration - Made in Brazil.

Inclusion is done through new knowledge and new positions and these researchers understood that taking a course in Business Administration with a focus on technology. This collection will come out in Portuguese, Spanish and English and will to the world through mobile platform (e-books) or printed to be able to reach all audiences, a popular view, with an academic bias and critical view. By Pop Administration collection aims to create a collection with a vision of the leader country in South America, Brazil, with its peculiarities, culture and way of being and a strong presence Salesian.

Capitalism is experiencing a time of change and going wild capitalism to social capitalism. Nothing better to corroborate this with a collection of social management from Campinas to the world through information technology and cheapening the cost and selling them.

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