

Currently teaching at the Münster School of Business: André Perusso

André Perusso, guest lecturer from our CALA-partner university, FAE Business School in Curitiba Brazil, is visiting us to teach in the module Basic Financial Principles of Corporate Management.

Mr Perusso started his professional career as an investment banking analyst at Santander Bank and was involved in the origination and execution of merger and acquisitions transactions in Latin America. In 2009 he became co-founder of BHP Investimentos, a company dedicated to property development. At BHP Investimentos his responsibilities include strategic planning, financial control and property negotiation. Since 2010 Mr Perusso also works as lecturer at the Faculty of Business Management at FAE Business School and is already well known to some of the German and Brazilian students in the CALA course of studies. His lectures at FAE Business School include introduction to stock markets, company valuation, sector/company analysis and portfolio management.

Mr Perusso is currently also studying for his doctorate in "Evaluating the impacts of teaching business management undergraduates using real experiences: the case of the Asset Management Practice".

Why did you decide to teach at Münster University of Applied Sciences?

„I got to know the MUAS because I worked for five years at the FAE Business School in Brazil, which is a Calla partner university. Also, for two consecutive years, I was invited by Prof. Dr. Tallau to teach a few classes of his module in Corporate Finance as a guest lecture. During that time, I enjoyed very much the city and the university.”

What is the topic of your doctorate?

“I am researching the efficiency and applicability of a new teaching method developed at FAE Business School, which is based on offering the students the possibility to handle real managerial problems. For example, I conducted a practice where the students must manage, on behalf of an investor, a portfolio of shares using real money. Every week they must present their results to the investors and other professionals of the financial market, who will evaluate its performance based only in the results. By doing that, we expect the students not only learn theory more profoundly, but also master its practical application and implementation in a real environment. If, after analyzing the effectiveness of the method, I conclude that it is indeed productive, I will try to implement it in business schools here in Germany.”

What do you personally find fascinating about the financial economy?

“I like the fact that by using financial metrics and analysis one can evaluate the quality of a business, even though you are not 100% familiar with the everyday life of the company. I think that, although a business is comprised of products, customers and people, ultimately the success of a company can be measured financially. Being able to understand how this works, and to know how to calculate it, it is absolutely important to me. In addition, I like to use finance to evaluate future projects and have a perspective, before the project even begins, if it will or not be profitable. This gives you a strong advantage in terms of strategic planning.”

What do you personally look forward to doing the most at MSB?

“I really like teaching. Although I worked for four years in a financial institution and started an investment company, teaching gives me more pleasure. Being able to do that in Germany, which is

relatively new to me, is also very motivating. Last but not least, I am looking forward to see the results of my “Doktorarbeit” and, if the method is proven to be efficient, be able to work with that innovative way of teaching.”