

Senac São Paulo

National Service for Commercial Education
Regional Administration in the State of São Paulo



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Our commitment to education and human development



Message from the President

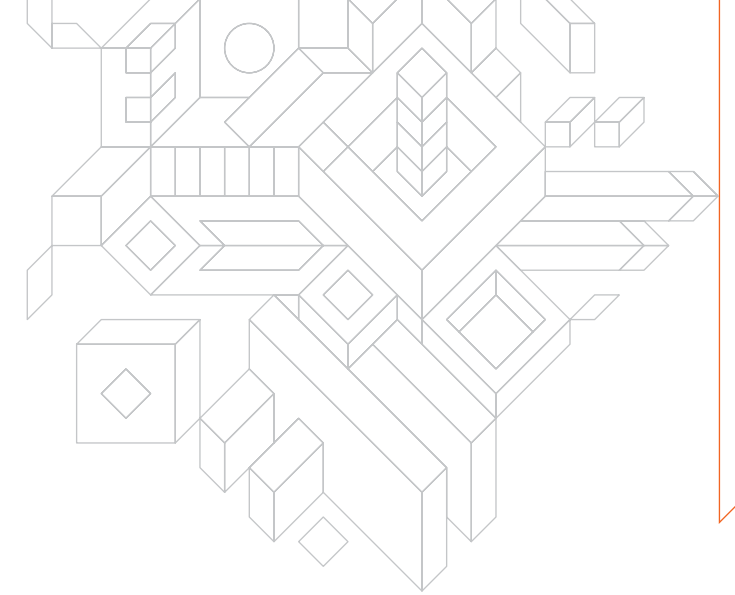
Technological revolution is already a reality around the world, a scenario that fundamentally changes the way we live, work and relate to each other. Rapid innovations have created new markets and new ways of interrelating, profoundly impacting society, with the potential to raise global income levels and improve the quality of life of entire populations.

In this context, Brazilian economy has shown remarkable growth, with strong international prominence. The country has managed to reduce social inequality over the past decade, but it still needs to invest heavily in education and technology to obtain productivity gains and expand its share in the new global economy.

By observing these changes, while being proud to have been working in vocational education for over seven decades, we have consolidated our transformative role and strengthened our conviction that development can only be truly achieved through education. In this sense, we are pleased to count on the commitment of entrepreneurs who trade goods, services and tourism for Brazil's sustainable development. Thus, we offer an inspiring view of the quality of education that Brazil so badly needs to continue growing, composed of a network that spans the entire state and whose goal is to train qualified professionals, with autonomy and entrepreneurial spirit.

Learn more about our work, the result of a genuine Brazilian experience of education and social commitment.

Abram Szajman



Message from the Director

The world of work presents successive challenges. The new technological scenario requires, in addition to innovation expertise, increased human qualities such as creativity, teamwork, being open to new things, communication, and critical thinking. Therefore, meaningful education, capable of developing a person's full potential, is key to access current and future jobs.

Therefore, thinking about tomorrow's education requires a commitment today. Increasingly, students have to be prepared to act as skilled, innovative, ethical and responsible professionals that work to build a sustainable country.

Senac São Paulo is constantly updating its educational practices. Focused on innovation, the institution takes into account the characteristics of its time and renews its commitment to education according to market trends. We offer excellent facilities and equipment, and the expertise of our teaching teams throughout the state. We undertake a number of social initiatives and we have a vigorous scholarship policy, always in line with local educational needs.

After all, we breathe knowledge and believe lives can be transformed through education. Experience knowledge and learning, welcome to Senac São Paulo.

Luiz Francisco de A. Salgado



Senac São Miguel Paulista

INSTITUTIONAL MISSION

“Educate people to work by trading goods, services and tourism.”

FUTURE VISION

“To be the Brazilian institution that offers the best solutions in professional education, recognized by businesses.”

INSTITUTIONAL VALUES

Transparency

Social inclusion

Excellence

Innovation

**Entrepreneurial
attitude**

**Education focused on
autonomy**

**Sustainable
development**

Our commitment to society and the planet



Senac São Miguel Paulista

As an institution fully committed to society, Senac São Paulo, through its educational action, emphasizes the importance of social development and seeks to implement projects that encourage inclusion and citizenship.

Senac Scholarship Policy is committed to expanding annual investment to enable free access by eligible persons to several programs. Eligibility rules are available at www.sp.senac.br.

In Senac Apprenticeship Program, youngsters split their time between Senac and a business organization, so that they can experience education that blends classroom and professional experience. This initiative trains thousands of people every year and graduates have a high employability rate.

The institution has a benefits policy that emphasizes the importance of education in the personal and professional development of its employees.

Environmental protection is also among the goals of the institution. Through projects and activities, it seeks to make internal and external audiences aware of sustainability issues. Senac schools are subject to a certification program that includes material recycling and reuse practices, rational use of water and electricity, and waste sorting.

Our brief history

Senac was created on January 10, 1946 by Decree Laws 8,621 and 8,622, which authorized the National Confederation of Commerce to set up and administer schools of commercial training throughout Brazil. Then, the National Service for Commercial Education (Senac) was born, a non-profit private institution that acts in a decentralized and autonomous way in each of the Brazilian states. The first Regional Board of Senac São Paulo was elected on July 13, 1946 and its Regional Administration began on September 1 of that year.



Gabriel Dias da Silva Senac School (1947),
Senac's first school on the coast of São Paulo



Our education model

Senac São Paulo is one of the most comprehensive Brazilian institutions in the provision of vocational education, from basic to postgraduate education.

It has a portfolio of professional, technical, undergraduate (bachelor, technology, and teaching license), postgraduate, and continuing education courses in various segments, including distance education and corporate service programs.

With effective policies and professionals committed to keeping up with technological advances and market transformations, Senac São Paulo is distinguished by a methodology that combines theory and practice, modern infrastructure and highly qualified faculty members.

Our teaching practice

Education at Senac São Paulo emphasizes learning focused on the development of competences, autonomy and citizenship.

It stimulates the ability to mobilize and use subject or technical-professional knowledge in different situations and contexts, considering the values and intentions of different personal, professional or social projects. Therefore, Senac leads students to build their own knowledge, based on real work situations that strengthen principles of citizenship, autonomy, critical capacity, creativity and initiative.

Teaching practices associated with a competency model result in active and student-centered methodologies, shifting focus from the educational activity of teaching to learning, and valuing professors in their role of facilitators and mediators in the teaching and learning process.





vocational training

Senac São Paulo has offered vocational training since its first decade of existence. Today, it offers this modality in all units of the network, distributed in more than 45 cities in the state.

In recent years, vocational training has become increasingly relevant, considering that it provides, in a relatively short time, consistent development to work in middle-level positions in goods, services and tourism establishments.

Numerically speaking, vocational training is by far the modality of education that trains the largest number of professionals in the institution

each year. Our portfolio has about 50 programs covering various segments of the labor market. Broad experience in vocational training ensures its quality, and has turned Senac into a benchmark and into a significant resource for students.

High school and vocational training

In 2019, the institution started offering high school education integrated to vocational training based on governmental guidelines resulting from the reform of high school education and the goals of the National Education Plan. The new *Information Technology Vocational Training Integrated to High School*, initially available at Senac São Miguel Paulista, offers effective educational integration between high school and vocational training. It strengthens the link between skills and knowledge, citizen education, intermediate certifications and project work, which recognizes the student's role in accordance with his or her reality.

Senac Apprenticeship Program

Senac Apprenticeship Program is a primary part of the institution's actions throughout the state. It provides apprentices with competencies aimed at professionalization and citizenship, including understanding the characteristics of the world of work and its technical-scientific grounds.

Through Senac Apprenticeship Program, the institution promotes social inclusion of youngsters aged 14 to 24 years. Businesses hire youngsters and enroll them in Senac. Then, students alternate basic education at Senac and work in a business organization, learning and gaining experience for the world of employment.

Senac Apprenticeship Program complies with the provisions of the Apprenticeship Act (Act 10.097/2000) and different regulations that provide for young apprentices being hired by businesses.





Event Future.com

Free courses and events

Senac São Paulo has developed a consistent portfolio of courses of varying duration, aimed at qualification, further education and refresher training. Today, the institution maintains more than 1,200 of these programs, found throughout the network of units.

Likewise, it promotes exhibitions, workshops, lectures, congresses, seminars and socio-cultural interventions. Each action seeks the active participation of the population, students, professors and teachers,

researchers and the local community, as well as national and international partner companies.

In addition to maintaining a calendar with its own events, the institution is present in important national and international events, which are benchmark in the segments it operates. These initiatives enable its staff, as well as its customers and partners, to have contact and exchange directly with other sources of knowledge and outstanding professionals in the market, with emerging practices and technologies in different fields of work.



Senac University Center – Santo Amaro – library

Higher education at Senac São Paulo



Senac University Center – Santo Amaro

Senac University Center comprises Santo Amaro (São Paulo), Águas de São Pedro and Campos do Jordão (São Paulo countryside) campuses. They offer classroom-based and distance undergraduate programs (Bachelor's Degree, technology and teaching license), specialization programs, and continuing education.

Senac students count on an important training characteristic, the institution's formative training marks, evidenced in the teaching and learning process through technical-scientific expertise, entrepreneurial attitude, critical vision, sustainable attitude, and collaborative attitude.



Senac University Center – Águas de São Pedro

Traditionally recognized as one of the most important educational centers in hospitality and gastronomy in Brazil, it offers students the opportunity to experience real work situations at GRANDE HOTEL SÃO PEDRO, SENAC HOTEL SCHOOL. Students are trained in all sectors of a resort recognized and awarded for its excellence in service. In addition to undergraduate, postgraduate and extension degrees, Águas de São Pedro offers qualification and professional refreshing programs (free courses).

Senac University Center – Campos do Jordão

It began its activities in 1996, a year before GRANDE HOTEL CAMPOS DO JORDÃO, SENAC HOTEL SCHOOL was reopened. It offers free courses, undergraduate programs and continuing education in the areas of gastronomy and hospitality. In addition to laboratory classes, it provides students with the real experience of a high-standard hotel and the opportunity to engage in projects that foster social and environmental responsibility.

Senac University Center – Santo Amaro

Opened in 2004, it occupies an area of 154,000 square meters with facilities distributed in a horizontal plan consisting of two academic buildings, with 102 classrooms, theme laboratories, innovation centers, library, collection of materials and documents from the fashion industry, gastronomic center, convention center, sports center, gym, food courts and services. It offers approximately 40 classroom-based and distance undergraduate programs.



Senac University Center – Santo Amaro

Distance education

Senac imposes no limits to knowledge, and distance education accurately reflects that position.

The institution offers courses in various segments, combined with information and communication technology facilities. This allows students to study at the most convenient place and time. Students are supported by tutors who follow the learning process throughout the program.

Entrepreneurship

Entrepreneurship is the willingness to identify problems and opportunities and to invest resources and skills in creating a business, project or movement that can leverage change and generate positive impacts.

Senac São Paulo has been a pioneer in building an entrepreneurial culture among its professors, students and staff, creating educational models and encouraging ideas that bring positive results to the institution and the community. This has led Senac to receive Brazil Entrepreneurial Education Award in 2011 and Pronatec Entrepreneur Award in several years.

Senac's performance is based on the main methodologies existing in Brazil and abroad, and this accredits the institution as a benchmark in Brazil when it comes to education and entrepreneurial culture.





GRANDE HOTEL SÃO PEDRO, SENAC SCHOOL HOTEL

Senac School Hotels



GRANDE HOTEL SÃO PEDRO, SENAC SCHOOL HOTEL

Senac São Paulo is a pioneer in hospitality and gastronomy training in Brazil. This educational benchmark also applies to Senac school hotels in Águas de São Pedro and Campos do Jordão, model institutions in hospitality services, recognized by the market through awards such as Travelers' Choice and Certificate of Excellence, both from TripAdvisor, and Trivago Awards. Educationally speaking, hotels are living spaces that put future professionals in contact with the reality of work. Commercially speaking, they are high-class undertakings.

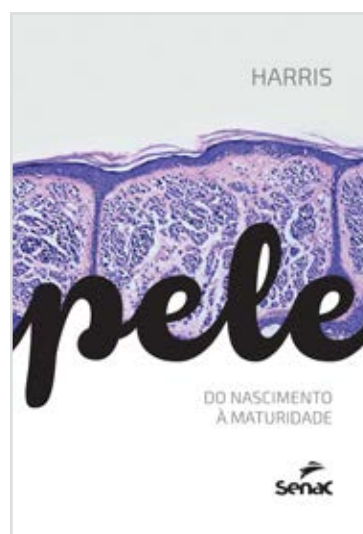
Corporate service

Public, private and third sector organizations rely on Senac São Paulo's expertise in developing customized educational solutions aligned with their strategic objectives, both in terms of classroom-based and distance education.

The institution has trained more than 770,000 professionals in nearly 7,000 companies and implemented projects in more than 340 municipalities. As a result, it won HR Top of Mind Award 17 times, in the training and development category, and in 2018 it was named the best company in continuing education.



Senac São Paulo publishing house



With over 900 titles in its catalogue, Senac São Paulo Publishing House complements the educational work of Senac network. Its performance is in line with the organization's strategy to publish works for vocational training, in addition to important scientific works and trend-setting publications.

Created in 1995, it stands out for its careful editorial and graphic work, having won several Jabuti awards and some international awards. Aware of the social responsibility of the organization, in 2005 it began producing some versions in Braille.

Its catalogue brings together renowned authors, including Alain Ducasse, Candido Malta Campos, Cristiano Mascaro, Garrett Oliver, Glória Kalil, Gordon Ramsay, José Eli da Veiga, Ladislau Dowbor and Rita Lobo.



Geographic presence

With 63 educational units, the institution is present throughout the state of São Paulo. There are 17 units in the capital city, 5 in Greater São Paulo, 2 on the coast and 36 in the countryside, in addition to the three campuses of Senac University Center, one in Santo Amaro district, in the capital city of São Paulo, and two in the countryside. Also part of the educational complex, we have Senac school hotels in Águas de São Pedro and Campos do Jordão, and Senac São Paulo Publishing House.





Senac University Center – Santo Amaro

Learn more about Senac São Paulo, its history, areas of activity and programs at Senac Portal.
Visit: www.sp.senac.br



National Service for Commercial Education

Regional Administration in the State of São Paulo

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