

ENGLISH SEMESTER PROGRAM

1st semester/2014

***SUBJECT AVAILABILITY DEPENDENT ON STUDENT NUMBERS**

BUSINESS SCHOOL

BUSINESS ADMINISTRATION COURSES:

Information Systems – 5 ECTS

Critical thinking: problem solving techniques, information strategic cycle. Strategic Fundamentals: strategic maturity, business perspective versus information technology perspective, fundamentals to strategic planning, information as a strategic asset. Strategic formulation: competitive intelligence, strategic thinking. Strategic interpretation: balanced scorecard, value chain. Current process AS-IS: graphic modelling, root cause analysis. Organizational change: strategy initiative, change types, change resistance, MIT framework, business process transformation. Proposed process TO-BE: added value analysis, information technology, information systems. Management analysis: performance indicator, business intelligence. Learning organizations: core competences, five disciplines in learning, organizational learning cycle.

Strategic Management – 5 ECTS

The course focuses on understanding the theoretical concepts and tools of strategic management in order to cope with dynamic forces and challenges from the environment. It deals with strategic management as an important approach to help organizations to respond to the demands of the environment seeking to improve organizational performance, competitiveness and sustainability in the long range as well as to fulfill their mission.

Capital Investment and Valuation – 5 ECTS

The Financial Market Environment; Conceptual and Historical Aspects of the Brazilian Financial Market; Financial Decisions; Principles of Capital Investment; Capital Budgeting; Advanced Topics in Capital Budgeting; Creating Value through Required Returns; Market Risk and Rates of Return; Valuation of Financial Assets.

ECONOMICS COURSES:

Contemporary Brazilian Economy – 5 ECTS

Assess Brazilian economic and political crisis of the 1960s and 1970s using the industrialization by substitution of imports model; come across the difficulties and patterns of the Brazilian economy during the 1980s and 1990s; verify the context of globalization arisen after the decade of 1980; foresee the historic world perspectives and the internationalization of the Brazilian economy; know the historic roots of contemporary Brazilian economic problems.

Geopolitics and International Business – 5 ECTS

This course belongs to the professional formation guideline and is related to other disciplines from economic theory and business economy. Intends to develop skills in order to understand and discuss

the present political and economic organization, the international relationships between nations and economic and trade blocks, and to develop scenarios and strategies derived from this learning objectives.

Brazilian Economic Development – 5 ECTS

The European scenario before the discovery of Brazil. The indigenous population and its role in the formation of Brazil. The economy during the settlement years until 1822. Slavery and the African influence in Brazil. The Brazilian inclusion in the international division of labour. The origins and development of the industrialization process until 1903. The 1930's Revolution.

HUMAN RESOURCES MANAGEMENT COURSE:

Capital and Knowledge Management – 5 ECTS

The knowledge economy. Knowledge as an organizational resource. Theoretical foundations of innovation and knowledge management. Strategic aspects of information and competitive intelligence. Knowledge management models and practices. Innovation models and stages. Best practices in innovation management. National and local systems of innovation; technology transfers, strategic alliances and innovation strategies. Science, technology and innovation in Brazil. Integrated approach to innovation and knowledge management.

SCHOOL OF COMMUNICATION AND ARTS

Marketing – 5 ECTS

Marketing in the organizations and society. Organizational structure of marketing. Marketing environment. Marketing information system. Consumer behavior analysis. Business to business market analysis. Analysis of the competition. Strategic market segmentation. Market measurement and forecasting. Product management. Service management. Product positioning. Price management. Distribution management. Integrated communication management

SCHOOL OF EDUCATION AND HUMANITIES

Portuguese as a Foreign Language – Basic Portuguese – 4 ECTS

Upon successful completion of the course, the students should be able to:

develop a strategy learning/recording vocabulary, be aware of some other learning strategies, use capitalization and punctuation correctly, learn some basic classroom language, introduce themselves and others, talk about countries, nationalities, habits, routines, personal details, jobs, likes and dislikes, possessions, leisure time activities, food and drink, requests, future plans, past experiences describe places, houses, people, make suggestions, ask for and give information, recognize and use verb tenses, modals, passives, recognize and use time expressions, articles, count/non-count nouns, demonstratives recognize and use parts of speech, recognize and use high-frequency words and expressions, read at sentence and paragraph level, read for comprehension, read stories for specific information, scan for details, listen for specific information, listen for main ideas, take part in role-plays and conversations brainstorm ideas, plan and outline a paragraph, write at sentence and paragraph level, write an informal letter, write a story, write about a process, make sentences using conjunctions, use data to write a paragraph.