

BUSINESS ADMINISTRATION BSC

FIRST YEAR

First Semester

Course: General Systems Theory

Class hours: 80

Syllabus: 1. Conceptualization and definition (s) SYSTEM. 2. Vision and systemic approach - the paradigms and changes. 3. Characterizations structures and systems. 4. Models and modeling system (relationships causalities). 5. Methodology and model development tools. 6. Behavioral systems. 7. Relationships man-environment in the systemic context - "scale inference". 8. Dynamic systems - circular causalities 9. Systemic view of the organization and the organizational structures, interactions and communications between elements of a system. 10. Systemic Conceptualization and Soft Systems Methodology. 11. The pursuit of systemic result.

Organizational Sociology

Class hours: 80

Syllabus: The classics of Sociology. The Sociology applied to the Administration. The individuals, the organizations and the conflicts in capitalist society. The technical changes in industrial world and its impact on the production process and relations between workers and employers. Culture of organizations.

Course: Business Communication

Class hours: 80

Syllabus: Marketing core concepts; Corporate orientation evolution; Needs, wants, satisfaction and loyalty; customer-perceived value; STP (segmentation-targeting-positioning) strategy; B2C and B2B market.

Course: Business Simulation Game

Class hours: 80

Syllabus: Plans: methodology and preparation, evaluation and significant variables. Modeling: potential and limitations. Business Game. Modeling the operation of businesses. Programmed Management methodology. Administrative concrete situations simulation: objectives, strategies and policies, quantification of information and decisions; games based in the competition of enterprises; Use of computer applications for the simulation.

Course: Innovation and New Approaches in Administration

Class hours: 80

Syllabus: Innovation and administration and management. The person. Disruptive thinking. The physiological, social, cultural and emotional filters. The knowledge of the theory of multiple intelligences. Individual and social behaviors. Mappings. Design Thinking - DT as concept and process. DT Models and Tools. Generative sessions. Profile of Innovative companies. Administration, management and creativity. Creative tools. DT in practice: Immersion, Research, Empathy, Persona, Brainstorming, Ideation, Testing and Concept. Cases studies.

Course: Project and Special Activities I

Class hours: 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator projects. Technical visits, lectures, workshops, seminars and competitions. Participation in

undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

Second Semester

Course: Information Technology

Class hours: 80

Syllabus: MS-Excel presentation: Formatting and content of cells, formula bar, menu bar and main shortcut buttons; Link of cells and spreadsheets to automate spreadsheets; Mathematical functions and panel freezes; Creation of graphs for analysis of results; Database Functions; PROCV function; Dynamic tables to extract managerial information of decision support; Data flow diagram for a business creation project.

Course: Calculus Applied to Management

Class hours: 80

Syllabus: Function Ascending and Descending. Composite Function. Function of the 1st degree. Revenue Function. Cost and Profit Function. Role of the 2nd Degree. Maximum and minimum values. Models of Exponential Functions. Logarithm. Template Function Power, Polynomial and Rational. Inverse Function and Logarithmic. Average rate of change and instantaneous. Derivative of a function at a point. Derivation rules.

Course: General Principles of Accounting

Class hours: 80

Syllabus: Accounting Fields; Accounting Reports; Chart of Accounts; Journal Entries, Accounting Cycle; Balance Sheet; Income Statement, Statement of Changes in Equity; Cash Flow Statement - direct and indirect method; Analysis of Accounting Reports.

Course: Economics

Class hours: 80

Syllabus: The course seeks to broach issues and technical aspects related to: the origins of the economy, economic impulses, scarcity of resources and the production possibilities curve, potential output and actual product, fundamental economic problems, economic flows, pricing, supply and demand for resources, elasticity. Ethno-racial issues and the distribution of income / wealth.

Course: General Theory of Management

Class hours: 80

Syllabus: Organization, structure and your specific forms. The function of management. Principal authors and evolution of management. Organization and culture. Definitions of Planning, Organization, and Execution and Control. Current trends of manage. Administrator globalized culture, ethnic-racial relations.

Course: Project and Special Activities II

Class hours: 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator projects. Technical visits, lectures, workshops, seminars and competitions. Participation in undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

SECOND YEAR

First Semester

Course: Statistics

Class hours: 80

Syllabus: Exploratory data analysis; variables - classification, measures of central tendency and dispersion, graphs, tables and descriptive relations among variables. Collection and Organization of Data for Analysis. Moving averages. Basic concepts of probability - properties and independence; continuous distribution, expected value, variance. Simulations using MINITAB and EXCEL.

Course: Economics

Class hours: 80

Syllabus: The course seeks to broach issues and technical aspects related to: the origins of the economy, economic impulses, scarcity of resources and the production possibilities curve, potential output and actual product, fundamental economic problems, economic flows, pricing, supply and demand for resources, elasticity. Ethno-racial issues and the distribution of income / wealth.

Course: Financial Mathematics

Class hours: 80

Syllabus: The value of money over time. Forms of capitalization. Amortization systems. Proportional and equivalent rates. Financial assets. Financing plans. Investment Analysis: net present value, internal rate of return and uniform cost.

Course: Management Accounting

Class hours: 80

Syllabus: 80

Syllabus: Terminology in costs (industry, trade and services), absorption costing, apportionment of costs, valuation of inventory, classification costs (revenues, costs, expenses, investments, gains and losses), accumulation systems in costs (cost per order and continuous production), departmentalization in costs, direct and indirect costs, fixed and variable costs, accounting gains. Equilibrium point (accounting, economic and financial), contribution margin gross and net incremental cost, volume and profit, leverage (operating and financial), business strategy on price formation, the five C's in pricing, decision selling prices (markup desired method, investment method and cost method), indirect and direct taxes and the financial effect on prices.

Course: Development of Human Resources

Class hours: 80

Syllabus: 1. Conceptualize Human Resources and understand the importance of People Management. 2. Develop strategically people and organizational environment. 3. Study the new characteristics of employees and understand why they are investors of the organization. 4. Relationship: Meaning of work x Motivation x Commitment. 5. Methodology and function of performance evaluation. 6. Relationship: People x Uncountable Value. 7. Conflicts are necessary.

Course: Project and Special Activities III

Class hours: 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator

projects. Technical visits, lectures, workshops, seminars and competitions. Participation in undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

Second Semester

Course: Statistics Applied to Administration

Class hours: 80

Syllabus: Quantitative Quality Tools. Understanding Sampling. Methodology for construction of questionnaires, statistical inference - estimation by point and interval. Covariance, Statistical Process Control, Control Charts and Process Capability; Hypothesis Tests, Study of the relationship between qualitative variables - Chi-square test of independence. Study on the relationship between quantitative variables, linear Pearson's correlation, linear regression. Simulations including the use of MINITAB.

Course: Corporate Finance

Class hours: 80

Syllabus: Efficient management of funds. Principles of Strategic Planning. Strategic planning: its role and importance in Financial Management. The Budget Business as economic and financial translation of Strategic Planning. Capital structures and cost of capital. Risk and Return. Plans and financial management of short and long term. Financial management tools. Evaluation of financial planning: indicators of performance analysis. Processes and leverage Theory of Capital Structure. Decision making.

Course: Applied Economics

Class hours: 80

Syllabus: The course analyzes the main economic variables such as inflation and currency, market structures, the influence of the exchange rate on prices, the importance of interest rates for credit, fiscal and monetary policy, economic analysis of the industry, international macroeconomic scenario and its impact on the business environment.

Course: Marketing

Class hours: 80

Syllabus: STP (segmentation-targeting-positioning) strategy; Marketing mix foundations and management (product, price, place and promotion).

Course: Procurement and Materials Management

Class hours: 80

Syllabus: The evolution of the market and the company vision as shared economic entity. The evolution of the logistic function and systemic view of the integrated logistic model. The evolution of materials management and purchasing administration. Integrated management of materials and purchases. The classification of the types of materials and stocks. The stock as "active" and the stock as "passive". The techniques of statistical demand. The demand planning and sales. Systems inventory replenishment. The sizing of inventories to meet the sales or production using statistics output medium, time and replacement and safety strategies. The purchasing function in the business organization. The operationalization of the procurement process. The materials management and purchasing management in product development. The use of information technology focused on the processes of buying and stocking.

Course: Project and Special Activities IV

Class hours: 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator projects. Technical visits, lectures, workshops, seminars and competitions. Participation in undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

THIRD YEAR

First Semester

Course: Business Legal Relationships

Class hours: 80

Syllabus: Introduction to the Science of Law. Business and its legal Relationships. Business Law. Labor Law. Tax Law.

Course: Production Planning

Class hours: 80

Syllabus: Association of production area with the other three basic areas of Management - Marketing, Finance and Human Resources. Performance indicators. Study of layout and capabilities. Planning process and product. Desktop organization. Statistical Quality Control. Six Sigma Philosophy. Operation Times.

Course: Financial Management

Class hours: 80

Syllabus: Budget capital, IPO / OPI (Initial Public Offering, public offering), financial leasing / operational leasing, ADR / BDR (American Depositary Receipts / Brazilian Depositary Receipts), Eurobonds, debentures, BNDES system, optimizing the WACC (weighted average capital cost) and Gordon model.

Course: Advanced Marketing

Class hours: 80

Syllabus: The marketing environment and marketing systems ; The approaches for the study of the marketing discipline and its variables; significant variables for marketing and the brand; marketing information systems , research in marketing , consumer behavior; Segmentation and positioning; Communications in marketing;, Relationship Marketing/CRM; Products and Services ; Branding , sales , promotions and merchandising; Marketing Management and Planning; Brand management, brand relevance, brand value; Media, Marketing Online and its innovative media . How Marketing works within companies in varied sectors such as consumer goods, durable goods, services, retail and industrial market. Deeper understanding of the key marketing concepts on the final consumer point of view vs industrial customers. Strengthening in concepts like segmentation, positioning and what is a marketing culture process, within and outside the company, for delivering value to the customers (consumers or industrial). Introduction to Marketing in the digital age and its innovative media.

Course: Foreign Trade

Class hours: 80

Syllabus: Study of the importance of International Trade and Globalization in the development of countries. Introduction to the study of the Brazilian Foreign Trade Policy and Foreign Trade Systems. Analysis of the International Terms of Sale - INCOTERMS, of the International Payment

Modes and the Classification of Goods. Definition of the Brazilian Export and Import Policy. Study of Tax aspects and tax incentives granted in Export and Import. Analysis of documents used in foreign trade operations. Study of the Customs Dispatch of Exportation and Import. Analysis of the Special Drawback Customs Regime.

Course: Project and Special Activities V

Class hours: 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator projects. Technical visits, lectures, workshops, seminars and competitions. Participation in undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

Second Semester

Course: Marketing Planning for Business

Class hours: 80

Syllabus: Strategic Planning and Marketing Planning. Marketing Information Systems and Marketing Research. Segmentation and Market Positioning for SMEs. Marketing Plan - Product, Price, Distribution and Communication. Action Plan. Budget, Control and Results. Relationship Marketing and Organizational Markets.

Course: Research Project

Class hours: 80

Syllabus: Different sources of knowledge and its explanatory limits. Science as a rational explanation of reality. The space of science and technology in the context of the information society. Conceptualization, characterization and classification of science. The issue of the scientific method. Constituent elements of a research project. Location, collecting, recording and treatment of materials. Concept and characterization of a research project and monograph.

Course: Investment Projects and Entrepreneurship

Class hours: 80

Syllabus: Entrepreneurship. Conception, planning and company management. Business Plan. Inside company entrepreneurship. How to perceive the entrepreneurship spirit to establish a new enterprise and/or work within a company in a varied set of markets such as: fast moving consumer goods, durable goods, services, retail, wholesale and business to business. Enable the students to conceive a new business, starting from idea generation, passing through the strategic/tactic aspects until reaching the financial analysis to assess the company viability.

Course: Production Management

Class hours: 80

Syllabus: Production management. Value Analysis applied to the improvement of productivity. Balance productive flows of production industrial or commercial processes. Theory of Constraints. Production Planning, Scheduling and Control by MRP. Schedule planning and control by PERT-CPM. Quality management system ISO 9001: 2015.

Course: Quantitative Methods

Class hours: 80

Syllabus: Basic Concepts of Econometrics. Statistical modeling by means of parametric and non-parametric test. Multiple regression and Logistics, Data Panels and Temporal Series.

Course: Project and Special Activities VI**Class hours:** 80

Syllabus: Development of competencies, skills and attitudes relevant to the formation of future Administrator, through electives and student-centered practical activities. Training of interpretation and analysis skills. Problem solving methodologies. Development of administrator projects. Technical visits, lectures, workshops, seminars and competitions. Participation in undergraduate monitoring programs, scientific projects and research, as well as participation in social responsibility projects.

FOURTH YEAR**First Semester****Course: Business Simulation Game****Class hours:** 80

Syllabus: Plans: methodology and preparation, evaluation and significant variables. Modeling: potential and limitations. Business Game. Modeling the operation of businesses. Programmed Management methodology. Administrative concrete situations simulation: objectives, strategies and policies, quantification of information and decisions; games based in the competition of enterprises; Use of computer applications for the simulation.

Course: Undergraduate Thesis I**Class hours:** 40

Syllabus: Preparation of Final Term Paper for Business Administration graduation, involving planning, techniques, rules and procedures of scientific research, as well as graphic aspects of the monograph and preparation of references as standards of the Brazilian Association of Technical Standards (ABNT).

Course: Innovation and New Approaches in Administration**Class hours:** 80

Syllabus: Innovation and administration and management. The person. Disruptive thinking. The physiological, social, cultural and emotional filters. The knowledge of the theory of multiple intelligences. Individual and social behaviors. Mappings. Design Thinking - DT as concept and process. DT Models and Tools. Generative sessions. Profile of Innovative companies. Administration, management and creativity. Creative tools. DT in practice: Immersion, Research, Empathy, Persona, Brainstorming, Ideation, Testing and Concept. Cases studies.

Course: Supply Chain Management**Class hours:** 80

Syllabus: The fundamentals and strategies in Supply Chain Management (SCM). The concepts, definitions and values related to Supply Chain Management. A systemic view of the supply chain. SCM as a competitive tool through global market. The characteristics of the supply chain orientation (producer driven) and (buyer driven). The management of inventories throughout the supply chain. Costs avoidance and service output as a differentiation in SCM. Transportation and its characteristics. Information technology in SCM. Introducing Key Performance Indicators (KPI) on SCM. Governance Management on SCM offering competitiveness on globalization. Best Practices on in Supply Chain Management. Case studies.

ELECTIVE COURSES

Course: Tax Planning

Class hours: 40

Syllabus: Tax Law. National Tax System. General Rules of Tax Law. Taxes species.

Course: Controllership Management

Class hours: 40

Syllabus: Controllership - concept and objective. Controllership in operational planning - Determination of assets and liabilities structure. Budget control - production budget; sales budget; purchase and stock budget; general and administrative expense budget. Accounting statements analysis of investments, financing and Income Statement of companies, using financial statements, explanatory notes and financial performance indicators.

Course: Project Management

Class hours: 40

Syllabus: General project conceptualization, project management in organizations; coordination of project activities; project scope management; project time management; project cost and quality management; project risk management; project human resources management; project communication and stakeholders management; project procurement management and project integration management.

Second Semester

Course: Strategic Planning and Sustainability

Class hours: 80

Syllabus: Concepts; evolution of the concept, the role of planning in the company; sustainability. Systemic vision and meaning of strategic business process. The planning process. Definition of the business, the business expanded definition; Organizational culture and scenarios planning; sustainable development. Concepts: vision, mission, policy, objective, goal, strategy, tactics. Schools of strategic thinking. Changes, transformations and innovations in business. The strategic alignment. The organizational behavior, structure and strategic planning. Development planning process, sustainability and competitiveness. Communications relating to planning and dissemination; Corporate Governance. The strategic action and commitment to sustainability. Monitoring of outcomes, indicators, changes in direction, portfolio strategies.

Course: Undergraduate Thesis II

Class hours: 80

Syllabus: Preparation of Final Term Paper for Business Administration graduation, involving planning, techniques, rules and procedures of scientific research, as well as graphic aspects of the monograph and preparation of references as standards of the Brazilian Association of Technical Standards (ABNT).

Course: Economics and International Business

Class hours: 80

Syllabus: Macroeconomic fundamentals, fundamentals of monetary theory, formation of economic blocs, international regulatory environment, economic scenarios, historical evolution of monetary and financial system, globalization and economic crisis and the current environment; international strategy.

ELECTIVE COURSES

Course: Financial and Capital Markets

Class hours: 80

Syllabus: The importance of financial and capital markets as a source of funding for investments and risk minimization; Financial market: the National Financial System Structure; Normalizing and regulating agent; The payment means, and the effect of the bank multiplier; Reserve requirements; Financial products. Capital Markets: structure. Normalizing and regulating agent. The capital market mechanisms; The capital market standards and the types of operations; Risk factors and their measurement; Efficient market; Portfolio theory; The futures market, hedging transactions, swaps and options, and strategies.

Course: International Business Management

Class hours: 80

Syllabus: Study on Brazilian Exchange Rate Policy. Analysis and discussion about the Exchange Rates Setting. Description of Brazilian Exchange Market and study on the Systems, rules and regulations relating to foreign exchange and international transfer operations. Analysis of the Exchange Rate aspects on Import and Export processes. Study on the Export and Import Funding Lines. Analysis of the International Bank Guarantees and their importance in financial transactions.

Course: Business Intelligence

Class hours: 40

Syllabus:

- Presentation of the evolution of BI.
- Differentiation from Traditional BI to Business Analytics (BA);
- Understanding the current landscape of technologies;
- Knowledge of the best market practices in the adoption of analytics;
- Presentation of the statistical techniques used in analytical problem-solving problems.