

Courses in English - Syllabus

Entrepreneurship and Corporate Strategies – 7,5 ECTS

Fundamental concepts of entrepreneurs. Entrepreneurs: the energizers of small business. Intrapreneurship - the entrepreneurship in large organizations. The entrepreneurial spirit and the economy. The entrepreneurial spirit and the executives. Entrepreneurial activity as a career option. Building a business that works. Experiences of entrepreneurs. Self-assessment of the entrepreneurial spirit.

Main Topics

1. ENTREPRENEURSHIP
 - 1.1 Fundamental Concepts
 - 1.2 The Entrepreneur
 - 1.3 Entrepreneurial Process
 - 1.4 Entrepreneurship in Brazil
 - 1.5 International Entrepreneurship
 - 1.6 Corporate Strategies
2. NEW BUSINESS CREATION
 - 2.1 Effectuation
 - 2.2 Business Plan Steps

Basic Bibliography

- HISRICH, Robert D. **International entrepreneurship**: starting, developing, and managing a global venture. 2nd ed. Thousand Oaks : Sage, c2013. 519 p, il.
- HISRICH, Robert D; PETERS, Michael P; SHEPHERD, Dean A. **Entrepreneurship**. 9th ed. New York : McGraw-Hill, 2013. xx, 587 p, il.

Marketing and Consumer Behavior – 7,5 ECTS

Fundamentals of marketing. Strategic planning. The marketing environment. Market research-marketing information systems. Consumer markets-purchase decision process. Organizational markets and buyer behavior. Demand measurement and prediction. Market segmentation, target market selection and product positioning. Product planning: products, brands, packaging and services.

Main Topics

1. DEFINITION OF MARKETING AND ITS PROCESSES.

Students knowing the basic concepts of marketing, its processes, exploring the importance of customers.

2.ANALYZING MARKETING ENVIRONMENT.

Students understanding of macro and micro environment of marketing, its importance for companies and how these environments interact with each other.

3.MANAGING MARKETING INFORMATION.

Students knowing basic aspects of how gather and analyze information from market, with a practical experience.

4.CONSUMER MARKETS AND BEHAVIOR

Students understanding how different characteristics affect consumer buying and decision behavior, and how deal with this characteristics when planning what offer in the market.

5.BUSINESS MARKETS AND BUSINESS BUYER BEHAVIOR

Students knowing about differences of Business to Business Market and Business to Consumer market, and how to use different aspects in dealing with each market.

6.MARKET SEGMENTATION, TARGET AND STRATEGY.

Students being able to evaluate and plan market segments, and how differentiate companies of competitors.

Basic Bibliography

- JOBBER, David. **Principles and practice of marketing**.5th ed. London : McGraw-Hill, 2007. xxxi, 1022 p, il. , 1 CD-ROM.
- KOTLER, Philip, et al. **Principles of marketing**. London : Prentice Hall, c1996. xix, 956 p, il.
- PETER, J. Paul; OLSON, Jerry C. **Consumer behavior and marketing strategy**. 6th ed. Boston : McGraw-Hill, 2001. xxvi, 582p, il.