

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.

Globalization and International Business Management – 7,5 ECTS

Organizational planning system. Concept, characteristics and stages strategic planning process. The strategic planning in different contexts. Advantages and disadvantages of strategic planning. Definition of international strategies, international strategies characteristics, planning of global operations.

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.

Methods and Research Techniques in Marketing – 7,5 ECTS

Definition of scientific work. How to develop a research project. Definition of the research problem. Research methodology business administration. Theoretical framework. Preparation of the research report. Development of a search. Research methodology. Analysis and interpretation of data. Segmentation and market niche. Measurement of markets. The role of research in decision-making of propaganda. Main research applications. Enforcement agents. Types of scientific research. Importance of research in communication. Market research. Comparative studies. Quantitative and qualitative research. Market research techniques.

Educación Intercultural – 7,5 ECTS

Diversidad sociocultural en Brasil, América Latina y en los países del Caribe; multiculturalismo e interculturalidad en la Educación de América Latina y de los países del Caribe.

Interkulturelle Bildung – 7,5 ECTS

Soziokulturelle Diversität in Brasilien, Lateinamerika und Karibik, Multikulturalität und Interkulturalität in der Bildungssysteme Lateinamerikas und der Karibik.