

## Disciplines in English at Universidade Positivo Academic Year 2017

Undergraduate.....	2
Postgraduate.....	4
<i>Graduate Program in Administration – Master level</i> .....	4
<i>Graduate Program in Biotechnology – Master level</i> .....	5
<i>Graduate Program in Dentistry – Master level</i> .....	6
<i>Graduate Program in Dentistry – PhD level</i> .....	6
<i>Graduate Program in Environmental Management – Master level</i> .....	7

### International Affairs Office

- To learn more about Universidade Positivo, we invite you to visit [www.up.edu.br/blogs/english/](http://www.up.edu.br/blogs/english/)
- For any questions regarding the disciplines in English or how to come on a student exchange to Universidade Positivo, please get in touch with [study@up.edu.br](mailto:study@up.edu.br).

## Undergraduate

Discipline	For students from	Short description	Hours / ECTS	Semester
Environmental Hydraulics	Engineering, esp. civil engineering	This module expands the knowledge of fluid mechanics and hydraulics in Civil Engineering to include typical environmental applications. Students will be introduced to the governing hydrodynamic, pollutant and sediment transport processes in water bodies, and their application in hydro-environmental impact assessment studies.	80/3	1 <sup>st</sup> Sem. Feb – July
Globalization	Business Administration Economics International trade Law & Social Sciences	Conceptual definition, historical trajectory, causes and consequence of globalization. Globalization processes and power relations; hegemony and counter-hegemony in the world order. States, institutions and organizations, transnational economic forces. NGOs and global social movements. The question of identity: localism, globalism, and deterritorialization and repossession of identity processes. The impacts of globalization on rational cultures and national cultures, and loyalty to the nation state. Democracy, identity policies. National and global multiculturalism.	40/1.5	2 <sup>nd</sup> Sem. Aug – Nov
Human Rights	Business Administration Law & Social Sciences	Historical background of the discussion on Human Rights and the international agenda. The United Nations and human rights. The Vienna conference of 1993. Human rights in contemporary international agenda.	40/1.5	1 <sup>st</sup> Sem. Feb – July
International Business	Business Administration Economics International trade	Concepts, policies and foreign trade operations. Exchange operations. Procedures and administrative rules on import and export. Taxation in foreign trade. Trade barriers. Politics of Brazilian foreign trade. Structure of TNCs. The internationalization process in and of companies. Internationalization strategies. Management of global operations.	40/1.5	2 <sup>nd</sup> Sem. Aug – Nov
International Contracts	Law Business administration International trade	This discipline looks at the beginning of international trade & its evolution, e.g. Lex mercatoria. From this base, the discipline covers: the internationality of the contract, general remarks on the Convention of International Sales of Goods (CISG), the structure and scope of its application, general principles & interpretation of the CISG. Further topics are formation of contract, obligations of the seller, remedies for the buyer, obligations of the buyer, remedies for the seller, common dispositions for buyer and seller, final dispositions.	40/1.5	1 <sup>st</sup> Sem. Feb – July
International Relations	Business Administration Economics International trade Law & Social Sciences	Introduction to the study of International Relations Theories. Study of the discipline of international relations, vocational training and performance in the market. Key concepts: The international system; the international actors; the international phenomena. The IR theoretical bases: realism, idealism, Marxism, international regimes. Global Issues. Cultural issues.	40/1.5	1 <sup>st</sup> Sem. Feb – July



Logistics and Supply Chain Management	Engineering Business administration	This course approaches SCM from a managerial perspective. It introduces basic terms, concepts and principles and focusses on decision-making processes. It presents a cross-functional integration of key business processes within the company and across the network of firms that compose the supply chain.	80/3	Annual
Product Development	Engineering	There is no limit for new product development systems. This course will teach how to assess and evaluate the quality of different models and techniques through case analyses, exercises and class discussions. It will also teach how to write an effective New Product Development (NPD) Plan that integrates all of the components of new product development into a cohesive, integrated plan for any new product or service.	160/5.5	Annual
Production Management	Engineering Business administration	Introduction on the essentials of production and operation management; the course focusses on product and service requirements, facilities, procedures, and operating organizations. It includes production systems, production alternatives, facilities location and layout, material requirements planning, manufacturing resources planning, quality control and some investment analysis.	160/5.5	Annual
Quality Tools	Engineering Business administration	This course focusses on primary tools and methods used to monitor and control quality in organizations. Furthermore, it deals with the ways in which quality can be improved, as well as historical development of quality management, the seven basic tools for quality improvement, and management strategies for implementing world-class quality improvement strategies.	80/3	Annual
Urban planning in Curitiba in the twentieth century	Architecture Business administration Engineering Law, Social Sciences Urbanization	Historical approach to urban planning in Curitiba. We will study the development plans and other initiatives and actions that were adopted in the second half of the twentieth century that made the city known worldwide.	40/1.5	1 <sup>st</sup> Sem. Feb – July

## Postgraduate

### ❖ Graduate Program in Administration – Master level

Discipline	For Master students from	Short description	Hours / ECTS	Semester
Quantitative Methods / Statistics I	Business Administration & related disciplines	Introduction to SPSS, Variables, Scales, Descriptive Statistics, Correlation, Simple and Multiple Regressions, Parametric and Non-Parametric Techniques, Techniques for Comparing Means.	30/1	*
Quantitative Methods / Statistics II	Business Administration & related disciplines	Factor Analysis, Scale Reliability, Binary and Polynomial Logistic Regression, Cluster Analysis, MANOVA and MANCOVA, Correspondence Analysis.	30/1	*
Geopolitics & Internationalization	Business Administration & related disciplines	Free trade and international economics theories. Paradigm Eclectic and Uppsala models. Entry models. Non-linear internationalization. Born global and new ventures. IT and international sources. The new structure of power. Globalization, trade blocks and Brazil and Latin America. Globalization on the perspective of linked markets.	30/1	*
Strategy	Business Administration & related disciplines	Introduction to strategy, “strategy lenses”; strategic positioning model; strategic choices, environment, core competencies, dynamic capacities, strategic choices: business strategy, corporate strategies, strategy development and implementation. Strategy as a praxis.	30/1	*
Strategic Marketing	Business Administration & related disciplines	Business Marketing Strategy and environmental analysis. Important differences between local and international marketing such as economic, political, legal and cultural environmental aspects that may influence marketing planning. Strategic marketing project. Segmenting, targeting and positioning strategy. Product and service planning. Branding strategy. Pricing decisions. Distribution channel and consumer convenience. Communication decisions and media plan. Marketing plan control and marketing metrics. The innovation process in marketing.	30/1	*
Business in Brazil	Business Administration & related disciplines	This discipline discusses how Business is conducted in the context of the Brazilian economy and society. In this sense, it seeks to support student to understand historical and cultural foundations of Brazil institutions, as well as it discusses models of analysis of managerial practices and strategies adopted in/by Brazilian companies.	30/1	*

\* In Administration, the disciplines will be offered as short courses in August 2017. Students can select 4 out of the 6 courses to be taken over 4 weeks. Courses are delivered from 9:00 till 13:00; afternoons are off.

❖ *Graduate Program in Biotechnology – Master level*

Discipline	For Master students from	Short description	Hours / ECTS	Semester
Biomaterials	Health Biotechnology	Definition and historical aspects of biomaterial development; biomaterial classification; concept of bio-absorbable material; importance of surface for biomaterial science; physical and biological testing of biomaterials; adsorption; bio interactions and biocompatibility; the process of a new device; applications of biomaterials on daily medicine; ethical and legal aspects.	30/1	2 <sup>nd</sup> Sem. Aug - Dec
Biomedication	Health Biotechnology	Study of biotechnology as a tool in pharmaceutical innovation. Study of preparation and biotechnological products and their potential applications in the treatment and prevention of diseases.	30/1	2 <sup>nd</sup> Sem. Aug - Dec
Enzyme Technologies	Agrotechnology Biotechnology	Enzymology and biocatalysis: enzymes as biological catalysts (definition, nature, active site, cofactors). The enzymatic mechanisms (biocatalysis). Nomenclature and classification. Enzyme kinetics. Production of enzymes: plant and animal enzymes, enzymes of microbial origin (inoculum preparation, culture medium composition, fermentation, extraction and purification).	30/1	2 <sup>nd</sup> Sem. Aug - Dec
Environmental Biotechnology	Environ. Management Biotechnology	Study of major environmental pollutants and their effects on the water and soil; of the water and soil characteristics polluted with their remediation capabilities, of the organisms with bioremediation capability and decontamination mechanisms; and potential of plants for remediation of water and soil contaminated by organic and inorganic pollutants.	45/1.5	2 <sup>nd</sup> Sem. Aug - Dec
Bioinformatics	Biotechnology Computer Engineering	Introduction to Bioinformatics; essential concepts; sequence analysis (Protein, DNA, RNA); biological databases; retrieving sequences and using BLAST; exploring genes and genomes; conducting similarity searches; comparing sequences; multiple sequence alignment; using web-based software to visualize protein 3-D structures.	30/1	2 <sup>nd</sup> Sem. Aug - Dec

❖ *Graduate Program in Dentistry – Master level*

Discipline	For Master students from	Short description	Hours / ECTS	Semester
Critical analysis of dental scientific literature	Dentistry	<p>One of the most important skills for a graduate student or researcher is the ability to critically analyze published articles. The aim of this course is to present an introduction into critical appraisal of articles published in different dental journals, developing the students' skills in reading, writing and selecting articles.</p> <p>This course uses a selection of international literature that the students are required to read before the discussion sessions. Students will be instructed in how to critically read scientific articles. During the discussions, the selected articles will be summarized and critically evaluated considering study design, the article's structure, the different sections of the paper, the presentation of the results, as well as limitations of the study. Different types of articles will be discussed and reviewed, including in vitro and in vivo studies, clinical reports, clinical trials, systematic reviews and meta-analysis.</p>	45/1.5	1 <sup>st</sup> Sem. Feb - July

❖ *Graduate Program in Dentistry – PhD level*

Discipline	For PhD students from	Short description	Hours / ECTS	Semester
Multi-disciplinary seminars: Analysis and interpretation of scientific articles in Dentistry	Dentistry	The course is based on the presentation of didactic seminars and discussion of scientific dental literature. The program includes controversial issues in various specialties of Dentistry and evidence-based practice that will be addressed and discussed by students and professors. During the seminars and group discussions, the participants will be prepared to present, critically discuss the clinical significance, methodology and results of studies published in high impact factor journals.	60/2	1 <sup>st</sup> Sem. Feb - July

❖ *Graduate Program in Environmental Management – Master level*

Discipline	For students from*	Short description	Hours / Credits	Schedule
Climate Change and Clean Development Mechanism (CDM)	All academic fields	New determinants to public and private environmental management generated by Global Climate Change and the Kyoto Protocol, its history and principal concepts, in which flexibilization mechanisms have been contributing to the establishment and consolidation of the carbon market and implementation of Clean Development Mechanism (CDM).	30 / 1	1 <sup>st</sup> Sem. Mar - May
Ecology	All academic fields	Organisms and environment. Population dynamics. Population interactions. Organization and community dynamics. Nature of ecosystems. Energy and matter flows through ecosystems. Environmental resources. Conservation and biodiversity. Biomes and biogeography.	30 / 1	1 <sup>st</sup> Sem. Mar - May
Environmental Impact Assessment	All academic fields	Brazilian Environmental Policy; The SISNAMA - Brazilian National System for the Environment; Political, institutional, technical, and scientific aspects of the environmental impact assessment; Concepts and checklist for elaboration of Environmental Impact Assessment (EIA) and Environmental Impact Report (RIMA); EIA Methods - Strategic Environmental Evaluation, Environmental Planning, PRAD, PCAQ, RCA and others; Monitoring programs; Risk Communication; Economics of Natural Resources.	30 / 1	2 <sup>nd</sup> Sem. Sep – Nov
Sustainable Development	All academic fields	Environmental Issues – local, regional and global – that afflict humanity. Development, economic growth, inequality and culture; quality of life, survival conditions, progress; technology, development, and the environment. Environmental conservation (causes, alternatives and course corrections. The Environment and its complexity.	45 / 1.5	1 <sup>st</sup> Sem. Mar - May
Water Resources Management	All academic fields	Introduction to water resources; Legal aspects of the water resources management; Organizational aspects of the water resources management: Conceptual aspects of the water resources management; Water resources planning process; Tools for water resources management.	45 / 1.5	2 <sup>nd</sup> Sem. Sep – Nov

\*The Graduate Program in Environmental Management is multidisciplinary. Students from all academic backgrounds are welcome to join any of the courses above.

\*\*The courses listed above may also be offered as compact summer study program in July & August 2017. In this case, a minimum enrolment of 10 students per course is required.