

BUSINESS

ADM 1589 – GLOBAL SUPPLY CHAIN MANAGEMENT (TÓPICOS ESPECIAIS)

Globalization, Competitive Advantage and Supply Chain Management, Planning and Operation of Logistics Networks, Global Customers, Key Performance Indicators, Global Strategic Alliances, Offshoring, Outsourcing, Global Procurement, Environmental and Social Governance of Global Supply Chains, New Technologies, Current Challenges.

ADM 9970 – FINANCIAL MODELING

The use of Excel and R to estimate financial models and variables, such as NPV and IRR, WACC, FCF, assets Beta and return, efficient frontier, CAPM, SML, variance and covariance matrixes, and options pricing. Basic operations in R, scripts, data manipulation and programming using R.

ADM 9971 – BUSINESS MODELS

Characteristics of a business model. The strategic role of defining the business model. Types of business models. Hybrid Business Models. Business Models and Industry Lifecycle.

ADM9975 – STRATEGY IN TURBUL ENVIRON

This course addresses firms strategic responses to the changing environment. Firms must develop capabilities to respond to social, environmental, economic and technological changes that impacts business as usual in order to compete successfully. The analyses of dynamic capabilities of firms and their capacity to adapt and innovate in the context of uncertainty.

ADM 9986 – ONLINE AND MOBILE MARKETING

The Internet and Mobile Platforms. Marketing in the Digital Age. Marketing Online. Mobile Marketing. Website Marketing. Search Engine Marketing. Online Advertising, pay per click and display ads. Email Marketing. Blog Marketing. Social Media Marketing Multimedia Marketing. Web Marketing Mix. Web Marketing Plan. Managing online and mobile marketing activities.

DESIGN

DSG 1721 – ESPECIAL TOPICS DESIGN XXII - BRAZILIAN CULTURE IN THE ILUSTRATIONS OF CHILDREN'S BOOKS

Brazilian culture; creative process; visual narrative techniques in illustrations of children's books.

DSG1999 – DIGITAL IMAGE: CREATION AND MANIPULATION

The goal of this discipline is to provide a clear understanding of vector graphics and bitmap image manipulation principles, through hands on exercises and small projects using Adobe Illustrator and Adobe Photoshop. Furthermore, students will have the opportunity to build their own creative online portfolio with the artwork developed throughout the semester.

DSG 5040 – USER CENTERED DESIGN

Design criteria considering usability. Human factors and User-centered Design. Definition and techniques of User Centered Design (UCD). Users' safety, comfort, wellbeing, and satisfaction. Task analysis. UCD process. The future of UCD research in Human Factors/Ergonomics area.

Basic references:

COOPER, A.; REIMANN, R.; CRONIN, D.; NOESSEL, C. About Face: The Essentials of Interaction Design. Wiley: Indianapolis; 4 ed. Sept, 2014.

HOLTZBLATT, K. et BEYER, H. Contextual Design. Design for Life (Interactive Technologies). Morgan Kaufmann: San Francisco; 2 ed. Nov, 2016.

HOLTZBLATT, K. et al. Rapid Contextual Design: A How-to Guide to Key Techniques for User-Centered Design (Interactive Technologies). Morgan Kaufmann: San Francisco. 2004.

Additional references:

BROWN, D. M. Communicating design: developing web site documentation for design and planning. Berkeley: New Riders, 2010.

JORDAN, P. How to Make Brilliant Stuff That People Love ... and Make Big Money Out of It. San Francisco: John Wiley & Sons, 2003.

LOWDERMILK, T. User-Centered Design: A Developer's Guide to Building User-Friendly Applications. New York: O'Reilly Media; 2013.

CHEMISTRY

QUI2330 – PHYSICAL CHEMISTRY TO COSMETIC

This course provides a foundation in concepts and phenomena related to the physical chemistry of polymers and surfactants in solutions, illustrated through examples of applications in the area of cosmetics. It is intended for students simultaneously coursing "Projects in Chemistry of Cosmetics for Science Communication".

Surfactants and polymers are used together in a wide range of applications, but the chemistry of cosmetics will be the subject of this course to attract student's attention. In solution, surfactant and polymers provide physicochemical properties necessary to the desired application. The behavior of each component is important, but the final performance of the formulation depends on the interplay between both of them. Hence, students will learn about the two components in solution and their interactions, which are important to understand, develop and characterize cosmetics in a scientific way. For that, the main contents of the course are: introduction to surfactants, micellization, lyotropic liquid crystals, introduction to polymers, polymers in solution, surfactant-polymer systems, applications in cosmetics. During the course, all the contents will be explained, discussed and illustrated with examples of cosmetic's formulations and their properties.

QUI2332 – PROJECTS CHEMISTRY COSMETIC

This course is an integrated introduction to chemistry of cosmetics and is intended for students simultaneously coursing "Physical Chemistry of Polymers and Surfactants applied to Cosmetics". This course intends to guide the students to explore the relations that chemistry have among the general public, by using the area of cosmetics as a motivation. For that, the first part will be a laboratory course where students will carry out chemistry research in cosmetics. Projects will

be drawn from the methodologies taught on the “Physical Chemistry of Polymers and Surfactants applied to Cosmetics” course. During the second part, the course is intended to help students develop skills to design and implement projects about cosmetics to communicate concepts of chemistry to laypeople.

Science communication to the general public will be presented as a responsibility of scientists and the students will discuss the best methodologies and train the ability to communicate scientific concepts to a layperson audience. It is an approach to the task of exploring linkages which science, technology and innovation have among the general public, by using the interest on the area of cosmetics as a motivation

COMMUNICATION

COM9030 – SEMINAR IN MEDIA STUDIES

In this course, we will explore the consequences of digital media on elections and democracy in Latin America. Taking the Brazilian context as a starting point, we will examine how the crisis of democracy in the region relates to changes in media systems and advances in media technology. Some topics to debate include the transition of media systems to postmodern or hybrid configurations, new political representation and participation dynamics, fake news, segmented political communication, and the radicalization of politics. Through the analysis of a range of Latin American case studies (e.g. Brazil, Mexico, Colombia, El Salvador, and Venezuela), students will evaluate how digital media impact elections and democracy from a regional comparative perspective.

COM9033 – BRAZILIAN CULTURE

The growth of Brazilian culture from a historian's point of view. Popular culture and culture from different Brazilian regions. Growth and form of national culture and the development of capitalism in Brazil. Brazilian contemporary culture; culture and communications media. Mass culture in Brazil today.

HISTORY

HIS9827 – BRAZILIAN HISTORY

South America in the context of the Portuguese ultramarine empire. Black and Indian slavery. The Catholic Church: hierarchies and social identity in the colony. Political emancipation and the construction of the imperial state. Nationality formation and social tensions. Crisis of slavery and the end of the monarchic regime. The historical experience of the Brazilian Republic. Authoritarianism and democracy. Inclusion and exclusion in the Brazilian society.

INTERNATIONAL RELATIONS

IRI9602 - BRAZILIAN FOREIGN POLICY I – PROF. ALEXANDRA DE MELLO E SILVA

The course will explain how the main Brazilian foreign policy paradigms were formulated as well as discuss the role of economic development to the Brazilian foreign policy contents. The

following issues will be discussed: the main actors and perceptions of Brazilian foreign policy; the Republican regime and foreign policy; the foreign policy of the military regime and Americanism; Americanism and Pan-Americanism; Brazilian foreign policy and the Cold War; the Independent Foreign Policy and Globalism; geopolitics and National Security Doctrine; the revival and consolidation of Globalism; Brazilian foreign policy and democracy; the impact of economic development on Brazilian foreign policy; Brazilian international insertion after the Cold War.

IRI9976 – SPECIAL TOPICS IN IR III

IRI 9844 – INT AREA STUDIES III (ARTS AND RESISTANCE IN LATIN AMERICA)

The turn of the 20th century in Latin America has seen the emergence of diverse artistic expressions as powerful political and social instruments. This course inscribes such movements in the transformations of global politics, aiming at two moves. First, explore the main fronts of activism emerging from local artists and political actors in Latin America in the 20th century. Such manifestations of collective or individual resistance transform art on a crucial way of conveying demands, struggles and the identities constructed by the act of resisting oppression. From hip-hop and street dance to folkloric music, graffiti to contemporary paintings, video art to street performances, art becomes more than ever an instrument of political expression. Second, the course discusses the position of global powers as a reference – either through mimesis or confrontation – to artistic expressions in Latin America, as well as their political effects in the region. By doing so, the discipline confronts the usual narrative according to which Latin American art is presented as derivative of European or North American art, or simply treated as different from the artistic mainstream. Contrastingly, the course sessions invite students to investigate the many ways that artists appropriated, rather than imitated, these external influences, and explore the reciprocal character – rather than unilateral, as it is usually presented – of these forms of artistic effervescence.

IRI9994 – ADVANCED STUDIES IN IR V (GLOBAL POLITICS OF INDIGENEITY)

This course surveys political thought in Meso- and South America. The intent is to introduce students to a broad range of (mostly left) political currents in Castilian- and Portuguese-dominant societies, across historical periods. How did thinkers in the spaces of Iberian conquest in the Americas critique Iberian imperialisms? How did theorists try to imagine radically American and post-Iberian modernities during or after the republican transition to independent statehood? How did political thinkers reconstruct and redirect Christian theologies to address deep and divisive inequalities? How did Latin American thinkers develop contextually specific critiques of and alternatives to capitalism and state authoritarianism, and how did they respond to military dictatorships and U.S. imperialism? What radical analyses of gender, sexuality and race have emerged in the Iberophone Americas? Students will discuss, debate and analyse together a variety of thinkers and texts, including Vasconcelos, Mariátegui, Guevara, Anzaldúa, Nascimento and Quijano, among others.

IRI 9884 – INT AREA STUDIES III (ARTS AND RESISTANCE IN LATIN AMERICA)

Latin American turn of the 20th century witnessed the emergence of diverse forms of artistic expressions as political and social instruments. This course inscribes such movements in the transformations of global politics, aiming at two moves. First, it explores the main fronts of activism emerging from artists and political actors in 20th century Latin America. Such

manifestations of collective or individual resistance transform art in a crucial way, conveying demands, struggles and identities constructed in the act of resisting oppression. Second, the course discusses the position of global powers as a reference – either through mimesis or confrontation – to artistic expressions in Latin America, as well as their political effects in the region. In doing so, we confront the usual narrative according to which Latin American art is either derivative or outside of the European or North American artistic mainstream. Contrastingly, we invite students to explore how artists appropriated – rather than imitated – external influences, and the reciprocal – rather than unilateral – character of these artistic effervescences.

LAW

JUR 1946 -2HA /INTERNATIONAL COMMERCIAL ARBITRATION (PROFESSOR LAURO GAMA)

This two credit course will concentrate on the theoretical and practical knowledge needed to handle arbitral cases either as counsel or arbitrator, both from the substantive and procedural law standpoint. The course will explore different issues arising in the conduct of international arbitrations and the making and enforcement of arbitral awards by focusing on arbitration awards, court decisions in the area of arbitration, the interaction between national courts and international arbitral tribunal, national arbitration statutes, international arbitration treaties and the arbitral rules of leading international arbitration institutions.

LETTERS

LET9420 – BRAZILIAN LANGUAGE CULTURE AND REALITY

Approach and discussion of the Brazilian culture in its most relevant aspects to students who come from other cultures. Rethink Brazil through the reading of possible stereotypes present in images internationally disseminated, taking into consideration the process of construction of the Brazilian Portuguese Language and the verbal, non-verbal and social interactional patterns currently in use. Effective contact with different cultural aspects such as ethnic diversity, art, religion, folklore, culinary and language through theoretical readings, debates and eventual lectures about specific cultural topics.

PHILOSOPHY

FIL1006 – HISTORIA DO PENSAMENTO (HISTORY OF THOUGHT)

The course intends to foster critical thinking by promoting acquaintance with key philosophical questions and a few attempts to discuss them; and by encouraging reflection upon the connections between the ontological, epistemological and ethical aspects of those questions.

This course intends to address some of the main questions raised along the history of philosophy: [unit I] “What makes us think?”; “Why is there something rather than nothing?”; “How do we make the present heroic?”; [unit II] “What can I know? What must I do? What may I hope?”; [unit III] “What is the meaning of life?”; “What is the relationship between our subjectivity and the structures of power that permeate our life in society?”. The course will

follow a thematic approach, going back and forward in the history of thought. Different thinkers, as Arendt, Benjamin, Heidegger, Kant and Hadot, will help conduct the discussions.

PSYCHOLOGY

PSI2342 – PRINCIPLES OF COGNITIVE NEUROSCIENCE

The aim of this course is to provide students with a broad understanding of how our brain works. The course structure is focused on active learning and a balance of lectures and hands-on activities. Topics of the course include perception, reasoning, memory, attention, emotions, decision-making — among other cognitive traits. By the end of the course, students should have gained important new insights into how our brain gives rise to our abilities to perceive, act and think.

SOCIAL WORK

SER2696 – VIOLENCE CITIZEN SOCIAL WORK

Explorations of theories about violence in contemporary society. The different manifestations of violence in Brazilian society. Power relationships and forms of violence: the obstacles to democracy and the exercise of citizenship. The practice of Social Work as it relates to vulnerable groups and programs of citizenship.

SOCIAL SCIENCES (ANTHROPOLOGY, SOCIOLOGY AND POLITICAL SCIENCE)

SOC 9172 – DEMOCRACY AND HUMAN RIGHTS IN BRAZIL

What is the history of democracy in Brazil? How to make a critical analysis of the debate on human rights in the country? To answer these questions, this course presents the way in which society and politics are related in Brazil, in a comparative way, and proposes the analysis of the concept of human rights, its connections with the political system, and the guarantee of the constitutional rights of the constitution of 1988. Our objective is to provide students with crucial topics about human rights in the country, its limitations, and challenges.

SOC9173 – INEQUALITIES AND DIVERSITY IN URBAN CONTEXTS

Inequalities related to race, ethnicity, gender and class in contemporary societies. Social exclusion and spatial/urban segregation. Diversity in the city. Urban social and cultural movements. Social inclusion. The specificity of the Brazilian case and how it compares to different national urban contexts.