

Courses in English | 2016

The History, Sociology and International Relation courses are available every semester.

► BUSINESS AND ADMINISTRATION	
Course	ADM 9981 – MKT STRATS THRU CONS BEHAVIOR (4 credits) – Prof. Marcus Wilcox - (4 credits)
Course Description	Marketing strategies decisions from a consumer behavior approach. Basic determinants of consumer behavior. The roles of marketing as influence on consumer buying and decision making. Impact of consumer behavior on marketing.
► BUSINESS AND ADMINISTRATION	
Course	ADM 9983– VALUATION AND REAL OPTIONS (4 créditos) – Prof. LUIZ EDUARDO TEIXEIRA BRANDAO- (4 credits)
Course Description	Principles of Capital Budgeting. Project Valuation. Static and Dynamic Valuation Models. Valuation Methods and relevant cash flows. Cost of Capital and Valuation under Uncertainty. Risk Analysis and Monte Carlo Simulation. Enterprise Valuation. Mergers and Acquisitions. Modeling uncertainty and project options. Real Option analysis and valuation. Applications.
► HISTORY	
Course	HIS 9827 – Brazilian History (4 credits) Prof. IVANA STOLZE LIMA
Course Description	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.
► SOCIOLOGY	
Course	SOC 9174– Contemporary Brazilian Debates from a Sociological and Anthropological Perspective (4 credits) Prof. ANA PAULA SOARES CARVALHO
Course Description	This course aims to give an introduction to contemporary Brazilian anthropology and sociology. Beginning with central problems which influenced the constitution of these two disciplines, centering around the ideas of Gilberto Freyre and Sergio Buarque de Hollanda, we will discuss modernity and Portuguese tradition; the historical role of the State and its relations with society; public life and private values; family and social solidarity; “racial democracy” and criticisms; Brazilian modernism. The course will then highlight some specific contemporary subject discussions in both areas: violence and urban life, race and inequality, religion, cultural artistic manifestations, especially Tropicalism, Brazilian funk and “manguebeat”.
► INTERNATIONAL RELATIONS	
Course	IRI 9602 – Brazilian Foreign Policy I (4 credits) Prof. ALEXANDRA DE MELLO E SILVA
Course Description	The course will explain how the main Brazilian Foreign Policy paradigms were formulated as well as discuss the role of economic development on the Brazilian foreign policy contents. The following issues will be discussed: The Republican regime and foreign policy; Americanism and Pan-Americanism; Cold War and foreign policy; The impact of economic development on Brazilian Foreign Policy; The Independent Foreign Policy and the Globalism;

► INTERNATIONAL RELATIONS

Course IRI 9842 – Int Area Studies II: Paula Orrico Sandrin (4 credits)

Course Description

► INTERNATIONAL RELATIONS

Course IRI 9990 – Advanced Studies in International Relations II: Hospitality Hostility in International Political Theory (4 credits) Prof. JAMES CASAS KLAUSEN

Course Description

This course surveys classics of European International Relations Theory. Through a mixture of lecture and discussion, we will consider together the following thinkers or texts: History of the Peloponnesian War by Thucydides, writings on “just war” by Augustine of Hippo and Francisco de Vitoria, On the Citizen by Thomas Hobbes, several key texts by Immanuel Kant, Sigmund Freud’s Civilization and Its Discontents, and Carl Schmitt’s Concept of the Political. Although most of the readings are derived from a European tradition of thought on matters of peace and war, we will focus these problems by considering the initial encounter between Europeans and native Brazilians in the sixteenth century with reference to the following question: is the treatment of foreign peoples governed by the rights of hostility or of hospitality?

► LETTERS

Course LET 9419 - Special Topics in Portuguese Language. Study and discussion of special topics related to the Portuguese language studies. Profa Rosa Marina Meyer (4 credits)

Course Description

Intercultural studies: parameters of analysis. Identification of aspects of the Brazilian culture and language interaction that may be relevant in multicultural/intercultural contexts. Practical work with Brazilian films, TV soap operas and sitcoms, song lyrics, press articles, publicity campaigns and short stories.

► LETTERS

Course LET9420 – SPECIAL TOPICS IN PORTUGUESE LANGUAGE – Brazilian Language and Culture: from stereotyping to Reality –Prof. Ricardo Alencar (4 credits)

Course Description

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.

► ENVIRONMENTAL ENGINEERING

Course ENG 9002 – Special Topics Engineering (4 credits)

Cours Description

The discipline will introduce the concerns of Brazilian environmental issues linking the fields of Science and engineering to the human dimensions of problem solving and decision-making. While acknowledging dilemmas, the lecturer will also describe the good news, progress towards solutions, and the many ways individuals can make contributions toward environmental protection. Students will be encouraged to form their own opinions, and to recognize that there are multiple ways to interpret data and to find a balance between competing views.

