

COPPEAD EXCHANGE PROGRAM 2017 - DISCIPLINES (Tentative)

2nd Term (May 08 th - Jul. 14 th)	Hours	Professor
Strategy and Innovation	20	Roberto Nogueira
IT and Development	20	Eduardo Diniz
Consumer Behaviour	20	Letícia Casotti
Management Consulting Skills	30	Luis Antonio Dib
Service Innovation	20	Eduardo Raupp
Corporate Finance	20	Carlos Heitor
Brand Management	20	Roberta Campos
Business Ethics	20	Geert Demuijnck
International Marketing	20	Renato Cotta
3rd Term (Jul. 24 th - Sep.29 th)	Hours	Professor
Digital Marketing	20	Paula Chimenti
International Entrepreneurship	20	Adriana Hilal
International Business Management	20	Renato Cotta
Econometric Models in Finance	20	Beatriz Vaz
Service Operations Management	20	Claudia Araujo
Corporate Governance	20	Ricardo Leal
Qualitative Research in Marketing	40	Maribel Soares
Logistics & Supply Chain Management	20	Leonardo Marques
Strategic Management of Information Technology	20	Elaine Tavares
Econometrics	20	André Carvalho
4th Term (Oct. 09 th - Dec. 15 th)	Hours	Professor
Valuation	20	André Carvalho
Intercultural Negotiations	20	Adriana Hilal
Innovation & Design Thinking	40	Claudia Araujo
Portfolio Management	20	Ricardo Leal
Operations Management II *	20	Peter Wanke
Global Supply Chain Management	20	Leonardo Marques
Special Topics in International Business**	20	Renato Cotta
Macrofinance Applied to the Brazilian Economy	20	Margarida Gutierrez
Business Modeling	20	Valérie Gaudillat

* To enroll in this discipline, you should have done a basic discipline on Operations at your Home School and submit proof.

** To enroll in this discipline, you should have done the discipline "International Business Management" at Coppead.