

UNIVERSITY OF VALE DO TAQUARI - UNIVATES

# ENTREPRENEURSHIP

SECOND SEMESTER - 2018 | FROM JULY 24TH TO DECEMBER 22ND

**WORK LOAD:** 5 ECTS

**WEEKDAY:** Monday - 7:10 p.m. to 10:30 p.m.

**UNDERGRADUATE PROGRAM:** All those related to business area

## **THEMES**

*Conceptual study of entrepreneurship, its characteristics and its function to the development of the society and organizations. Spaces and ways of acting as an entrepreneur.*

## **OBJECTIVES**

- To disseminate the culture of entrepreneurship among students, encouraging them to develop their entrepreneurial skills, to pursuit opportunities and generate self-employment, giving tools to those whose vocation and/or professional desire are directed to the creation of a company or development of entrepreneurial activities within their activity;
- To demonstrate to students the importance of entrepreneurship for economic and social development;
- To encourage students to develop their characteristics of entrepreneurial profile;
- To wake students for the possibility of opening their own business;
- To introduce concepts of the Business Plan.

## **SYLLABUS**

1. Entrepreneurship Concept.
2. Entrepreneurial Characteristics.
3. Importance of Entrepreneurs for Development.
4. Intrapreneurship.
5. Entrepreneurial activities as career option, and the SMEs.
6. Associative and social entrepreneurship.
7. Introduction to the Business Plan.

# PRINCIPLES OF MARKETING

SECOND SEMESTER - 2018 | FROM JULY 24TH TO DECEMBER 22ND

**WORK LOAD:** 5 ECTS

**WEEKDAY:** Wednesday - 7:10 p.m. to 10:30 p.m.

**UNDERGRADUATE PROGRAM:** All those related to business area

## **THEMES**

*Principles of marketing, marketing applications and consumer behavior.*

## **OBJECTIVES**

*The purpose of this course is to introduce the student to the fundamentals aspects of marketing. The course will explore the major components of the marketing mix, marketing tools and consumer behavior aspects. The student will acquire a conceptual base for understanding the role of marketing and its application in a business environment.*

## **SYLLABUS**

1. Introduction to marketing: concept, evolution, principles and marketing mix;
2. Marketing planning;
3. Marketing information system: market research;
4. Segmentation and market positioning;
5. Consumer Behavior;
6. Relationship marketing;
7. Digital marketing;
8. Internal marketing;
9. Marketing in the society;
10. Marketing controls;
11. Marketing ethics.

# ENVIRONMENT AND HEALTH ISSUES

SECOND SEMESTER - 2018 | FROM JULY 24TH TO DECEMBER 22ND

**WORK LOAD:** 5 ECTS

**WEEKDAY:** Thursday - 7:10 p.m. to 10:30 p.m.

**UNDERGRADUATE PROGRAM:** All those related to the Health area

## **THEMES**

*Interdisciplinary themes in the relationship between humans, health and the environment.*

## **OBJECTIVES**

*- To interpret and discuss issues related to man health and the environment.*

## **SYLLABUS**

- 1. Major environmental health problems;*
- 2. Biological basis of complex diseases like diabetes, obesity, cancer and other common diseases;*
- 3. Environmental basis of complex diseases like diabetes, obesity, cancer and other common diseases;*
- 4. The performance of gene-environment (G x E) interactions.*

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# DESIGN, STRATEGY AND INNOVATION

SECOND SEMESTER - 2018 | FROM JULY 24TH TO DECEMBER 22ND

**WORK LOAD:** 5 ECTS

**WEEKDAY:** Friday - 1:30 p.m. to 4:50 p.m.

**UNDERGRADUATE PROGRAM:** Design

## **THEMES**

*Study of the strategic and critical potential of Design, its role in contemporary society and the aspects of design-driven-innovation.*

## **OBJECTIVES**

*The purpose of this course is to create a learning environment where the students can discuss, experience and understand the contemporary role of Design in our society, not only in business and product innovation, but in every complex decision making situations, from companies to governments, from territories to associations, from institutions to communities.*

## **SYLLABUS**

1. Design thinking;
2. Service Design;
3. Strategic Design;
4. Innovation towards products, processes and systems;
5. System-product;
6. Design and Social Innovation;
7. Project methodologies applied to strategic design.

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# SPECIAL TOPICS IN ENGLISH LANGUAGE TEACHING

SECOND SEMESTER - 2018 | FROM JULY 24TH TO DECEMBER 22ND

**WORK LOAD:** 5 ECTS

**WEEKDAY:** Monday - 7:10 p.m. to 10:30 p.m.

**UNDERGRADUATE PROGRAM:** English Language

## **THEMES**

Relevant topics for English language teaching and learning situations. In each edition of the course, the most relevant themes to that specific group will be selected among the contents listed.

## **OBJECTIVES**

- Use of the English Language in significant language situations;
- Analysis and elaboration of didactic material for the teaching of English Language;
- Understanding the nature of language skills, grammar and vocabulary and how to teach them;
- Development of the skills of speaking, listening comprehension, reading and writing at level C1.

## **SYLLABUS**

1. English for children;
2. Translation;
3. Advanced grammar topics;
4. Four language skills;
5. Academic writing;
6. Acquisition and learning of English;
7. Evaluation;
8. Resources for the teaching of English Language;
9. Production of didactic material;
10. Classroom management.