



# Study in English at PUC-Rio!

(The History, Sociology and International Relation courses are available every semester.  
The final list of courses in English will be released on June 2016. Other courses can be included)

► ART AND DESIGN

Course	ART 9853 – Ergonomics and Ergo Design in Brazil – Profª. Claudia Mont'Alvão (2 credits)
Course Description	Ergonomics in Brazil: development and research. Main approaches in Brazil used for ergonomic studies. The nature of ergodesign. Ergodesign in development of products, information systems and human-computer interfaces.

Course	ART2203/1AB Electronic Art - Prof Rejane Spitz 3 credits-45 hs .
Course Description	Analysis of the different ways to express and communicate artistic interventions that include electronic media. Multimidiatic aspects of the computational resources. Interactive art

Course	ART2204/ User Centered Design - Prof Claudia Mont'Alvao e Prof Manuela Quaresma 3 credits-45 hs .
Course Description	Design criteria considering usability. Human factors and user centered design. Definition and techniques. Users' safety, comfort, wellbeing and satisfaction. Task analysis

Course	ART 2209/ 1AB New Technologies applied to Design - Prof. Jorge Lopes 3 credits-45 hs .
Course Description	New 3-D printing technologies and materials. The dematerialization movement. Do it yourself/ makers with 3-D printing. Explaining the future form 3-D printing perspective

Course	ART 9830 – Ethics and Aesthetics in Contemporary Brazil Denise B. Portinari
Course Description	Discussion of the connections between ethics and aesthetics in the context of contemporary Brazilian culture and subjectivity

## ► BUSINESS AND ADMINISTRATION

course	ADM 9976 – Introduction to Strategy in a Globalized World
<b>Course Description</b>	Basic concepts and tools for strategic management from a global perspective. Assessing and ensuring strategic fit considering global opportunities and challenges. Shift in paradigm of multinational strategies from national differentiation to globalization. International alliances: focus on joint ventures. Cultural challenges. Balanced Scorecards for firms with global strategies.

Course	ADM 9980– International Negotiation – Prof. Roger James Volkema - (4 credits)
<b>Course Description</b>	Negotiating in a world of increasing professional and organizational interdependence. Cultural differences and negotiation. Relational development, communication styles, tactics/behaviors, agreements and negotiation.

Course	ADM 9981 – Marketing Strategies Through Consumer Behavior (4 credits)
<b>Course Description</b>	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 .

Course	ADM 9982 – Relation Ship Marketing (4 credits)
<b>Course Description</b>	The course will takes the long-term view, the business-based approach to customer relationship management (CRM). It tells students what CRM means to businesses, plus the why and the how of putting a CRM database system into action. Real world examples will be brought into classroom to illustrate how CRM can and has been used to change and build any type of business, strategically and managerially.

Course	ADM 9983 – Valuation and Real Options (4 credits)
<b>Course Description</b>	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.

<b>Course</b>	<b>ADM 9984– C.I.MKTG – Prof. Marcus Wilcox - (4 credits)</b>
<b>Course Description</b>	Concepts and theories in international marketing. The challenges and opportunities in international markets. Environment analysis of international markets. Strategies to enter international markets. Choosing target markets and positioning. International marketing mix (product, price, distribution and marketing communication).

	<b>ADM 9986– Online and Mobile Marketing – Prof Jorge Ferreira (4 credits)</b>
	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.

<b>Course</b>	<b>ADM 1487 – Cases in international marketing (4 credits)</b>
<b>Course Description</b>	Concepts and theories in international marketing. The challenges and opportunities in international markets. Environment analysis of international markets. Strategies to enter international markets. Choosing target markets and positioning. International marketing mix (product, price, distribution and marketing communication).

## ► ELETRIC ENGINEERING

<b>Course</b>	<b>SIGNALS AND SYSTEMS -PRE-REQUISITES: MAT 1162 and MAT 1200-</b>
<b>Course Description</b>	The objective of this course is to introduce the basic concepts associated to signals and to the systems that process them. It builds a methodology that allows students to model and solve linear time-invariant systems, both in the continuous time and the discrete time. By taking this course students will be able to study further applications in digital signal processing (DSP).

## ► ENVIRONMENTAL ENGINEERING

Course	ENG 1124 - ENVIRONMENTAL ISSUES IN BRAZIL (4 credits)
Course Description	The latest Intergovernmental Panel on Climate Change (IPCC) assessment report (AR5) showed a clear relation between anthropogenic processes and climate change, stating that the human influence is clear for the unequivocal warming of the climate system (IPCC, 2013). The undesirable consequences of climate change for human society's sustainability urge for solid international agreements, as well as deep changes in the business as usual human behavior and activities. In this course we will discuss how anthropogenic greenhouse gases emissions contribute to climate change and how they can be measured, managed and mitigated

Course	ENG 1113 – GREENHOUSE GASES EMISSIONS (2 credits)
Course Description	The latest Intergovernmental Panel on Climate Change (IPCC) assessment report (AR5) showed a clear relation between anthropogenic processes and climate change, stating that the human influence is clear for the unequivocal warming of the climate system (IPCC, 2013). The undesirable consequences of climate change for human society's sustainability urge for solid international agreements, as well as deep changes in the business as usual human behavior and activities. In this course we will discuss how anthropogenic greenhouse gases emissions contribute to climate change and how they can be measured, managed and mitigated.

Course	ENG 9002 – Special Topics Engineering (4 credits)
Course 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.

## ► HISTORY

Course	HIS 9827 – Brazilian History (4 credits)
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.

## ► PRODUCTION ENGINEERING

Course	IND9001- Supply Chain Logistics Management ( 3 credits) - Special topics on Production Engineering Pre- requisites: Students from Engineer, Business and Economy, with knowledge in operation management.
Course Description	<u>Scope</u> : The discipline exams traditional logistics issues within the context of the supply chain. <u>Program</u> : main definitions, logistics evolution, performance management systems, primary logistics activities (network design, information, transportation management, inventory management and strategy, warehousing, materials handling, packaging), supply chain management (organization and relationship management, information technology), trends, business

## ► INTERNATIONAL RELATIONS

Course	IRI 9514 – Regional Integration Process
Course Description	The resurgence of regionalism in world politics. Typologies of regional integration. Theoretical perspectives on regionalism. Different processes of integration, ALALC, ALADI, Cartagena Agreement, CARICOM, CAFTA, Andean Community, Mercosul, NAFTA, FTAA, European Union, ASEAN.

Course	IRI 9602 – Brazilian Foreign Policy I (4 credits)
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; The Foreign Policy of Military Regime and the Americanism; Geopolitics and National Security Doctrine; Globalism revival and consolidation; Democracy and Foreign Policy; The post Cold War and Brazilian international insertion; Actors and perceptions of Brazilian Foreign Policy.
Course	IRI 9775 – Special Topics in International Relations II: <i>Science, Technology and War</i> (4 credits)
Course Description	Science, technology and war are inextricably linked. Every major technology – metallurgy, explosives, internal combustion, aviation, electronics, and nuclear energy – has either been developed for, or used in, armed conflicts. This course focuses on the application of chemical and biological agents as weapons. However, wider forces and influences are at play. The economic, political, strategic and technological dimensions are important and relevant considerations that bear on research, development and use of weapons. This course draws on a number of approaches to illuminate some of the most pertinent aspects of modern arms control. A key element is the consideration of real world examples: historical uses and development, rationales, and practicalities of arms control to make this often abstract subject matter more tangible and accessible.
Course	IRI 9842 – Int Area Studies II: (4 credits)
Course Description	
Course	IRI 9990 – Advanced Studies in International Relations II: Hospitality Hostility in International Political Theory (4 credits)
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. (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.

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.

Course	Brazilian Literature on Screen: From Cinema Novo to Novo Cinema- CRÉDITOS: 4 60 HORAS ( 4 credits)
Course Description	<p>To present classic adaptations of Brazilian literature by <i>auteur</i> filmmakers.</p> <p>To explore the development of modern and contemporary Brazilian cinema and culture through the screening and critical analysis of representative works within their respective socio-historical contexts.</p> <p>To stimulate interest for Brazilian literature, cinema, and culture in order to promote and facilitate future studies.</p> <p>To discuss and write about topics related to Brazilian literature, cinema, and culture, from an informed and critical perspective.</p> <p>To relate the knowledge acquired about Brazilian literature, cinema, and culture to the students' own bodies of knowledge.</p>



Course	Topics in Brazilian Literature CRÉDITOS: 4 60 HORAS ( 4 credits)
Course Description	<p>To explore the development of Brazilian literature and culture through the close reading and critical analysis of representative works within their respective socio-historical contexts.</p> <p>To stimulate interest for Brazilian literature and culture in order to promote and facilitate future studies.</p> <p>To discuss and write about topics related to Brazilian literature and culture, from an informed and critical perspective.</p> <p>To relate the knowledge acquired about Brazilian literature and culture to the students' own bodies of knowledge.</p>

► PSYCHOLOGY	
Course	PSI 1845 Clinical Neurociences - 2 credits
Course Description	<p>The goal of this course is to provide an overview of neuroimaging methodologies, neuropsychological assessment tool, and various diseases that affect the structure and functioning of brain.</p>

► SOCIOLOGY	
Course	SOC 9174– Contemporary Brazilian Debates from a Sociological and Anthropological Perspective (4 credits)
Course Description	<p>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”.</p>

Course	SOC 0000– Political Sociology in Brazil (4 credits)
Course Description	New