

PROGRAM CONTENT

Systemic view of organizations

Economic Conjuncture Analysis
Organizational Behavior
Business Economics
International Business Management
Tax Management
Corporate Governance
Business Management Models
Planning and Strategic Management

Management Tools

Applied Statistics
Business Ethics
Business Communication Management
Innovation Management in Organizations
Brand Management
Human Capital Management
Cost Management and pricing
Projects Management
Strategic Credit Risk Management
Financial Accounting and Investment Analysis
Corporate Social Responsibility

Integrated View of Management

Accounting and Profitability Ratios
Corporate Law
Marketing and Sales Management
Operations Management and Supply Chain
IT Management and Big Data
Simulated Business Management (Business Games)
Digital Marketing
Capital Markets
Business Budget
Business Plan and Product Development

*program content subject to changes

MBAUSP ESALQ

BUSINESS MANAGEMENT

Do you manage your business but still need a specialization? Are you going to start your own business? This course is for you!

Themes such as Business Plan and Product Development, Cost Management and pricing, Human Capital Management, Business Budget are all part of this journey. Great managers lead successful business!



Weekly live classes on Thursday from 7 pm to 11 pm (BRT)
The classes are then recorded and can be watched at any time



18 months of duration + presentation of a final paper
This program may be extended in 3 months due to national holidays



Online tests



USP Professors and renowned private sector professionals



USP
Certification



In-person final paper presentation
Final paper presentation takes place in Piracicaba, São Paulo, Brazil