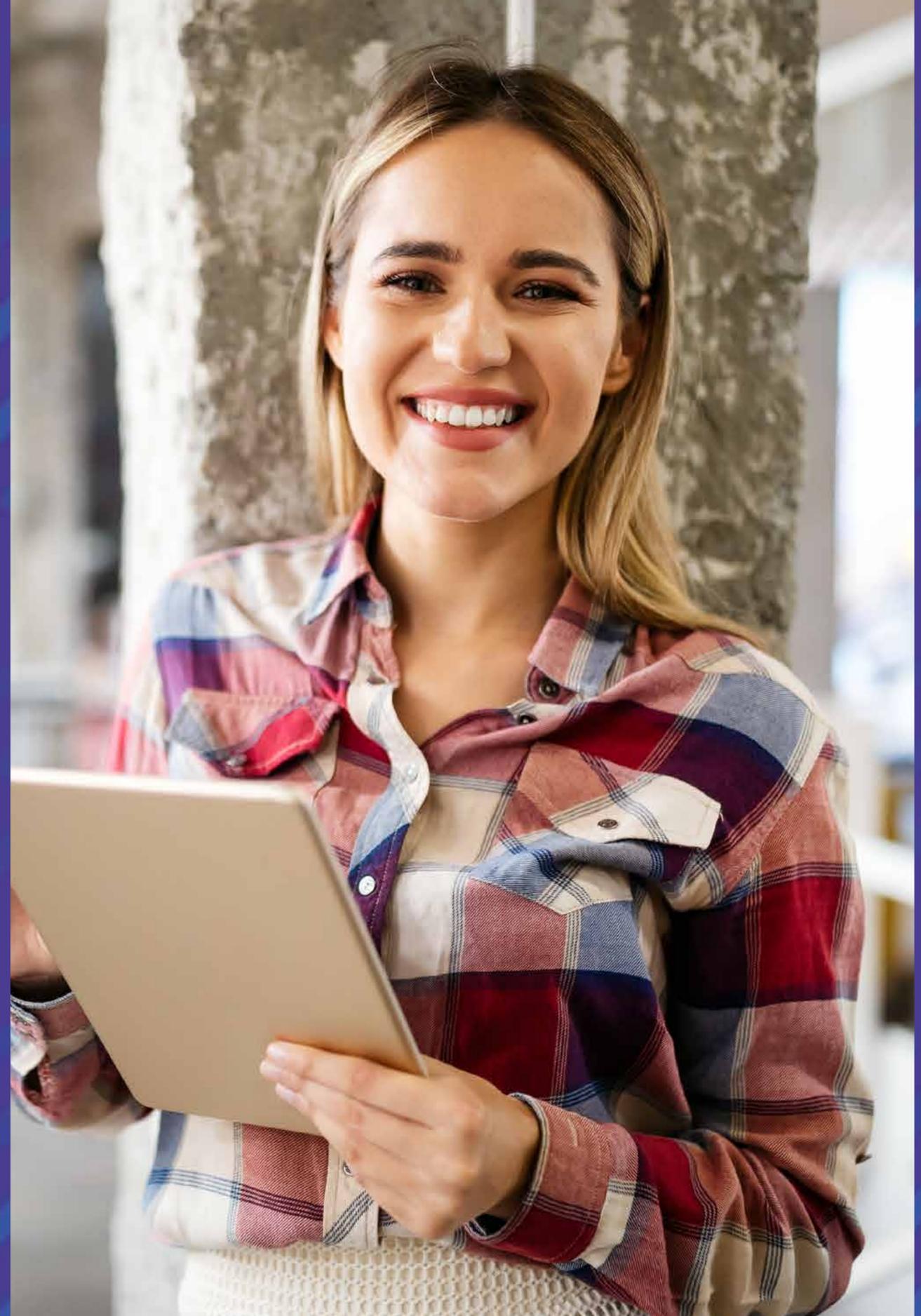


# MBAUSP ESALO

## MBA IN BUSINESS MANAGEMENT

ONLINE COURSE





“The competitive and institutional scenario for the next decade points to challenges and opportunities in environmental, social and energy issues. This will demand creativity, the ability to innovate, and resilience from professionals. They will need skills to be able to work in groups, overcome challenges and propose and manage new projects. In the MBA in Business Management, we discuss how to identify opportunities and challenges, diagnose the capabilities of organizations and propose competitive strategies.”

**Carlos Eduardo de Freitas Vian**, USP coordinator of the MBA USP/Esalq in Business Management.

# OUR MASTERS



Dorinho Bastos



João Carlos  
Boyadjian



José G. Lupoli  
Junior



Denise de Moura



Francisco Clairton  
Araujo



Armando Lourenzo



Francisco Alvarez



Marcelo Victor  
Teixeira

# COURSE PROGRAM

## **SYSTEMIC VISION OF ORGANIZATIONS**

Mentoring, Coaching, and Individual Development Programs

Economic Scenarios for Business Analysis

Cognitive Science and Behavioral Economics

New Economy: Shared Economy, Circular Economy, Zero Carbon Economy, Blue-Green Economy

International Trade and Global Business Environment

Strategic Planning and Competitive Intelligence

Strategic Tax Management

Business Modelling

Governance, Regulation, and Ethics

Special Topics in Business Management

# COURSE PROGRAM

## **MANAGEMENT TOOLS**

Organizational Behavior and People Management

Financial Management of the Company

Innovation and Entrepreneurship Ecosystems

Design Thinking, Lean Startup and Agile

Project Management

ESG Strategies (Environmental, Social, and Governance) and Compliance Programs

Quantitative Methods for Decision Making

Strategic Cost and Pricing

Communication, Conflicts and Negotiation

Special Topics in Business Management

# COURSE PROGRAM

## **INTEGRATED VISION OF MANAGEMENT**

Management Accounting and Analysis of Indicators

Leadership and Professional Skills

Change Management

Growth Hacking and Exponential Business

Supply Chain, Manufacturing and Operations

Big Data and Intelligence in Data Management

Applied Legal Aspects

Financing and Capital Market Decisions

Strategic Marketing

E-Commerce and Digital Marketing

Mindset, Canvas and Business Plan

Special Topics in Business Management

**\*Course program subject to change**

# How are the classes?



## Updated content and online and live classes

The best way to ensure up-to-date content and interaction between students and professors is with live classes. Without leaving aside flexibility, the classes are online and are also recorded for you to review them as many times as you want until the end of the course.

## Attendance

Student attendance is counted by taking the tests and it must be equal to or greater than 75%. This way, there is no loss for students that cannot attend the live class, as they are able to watch it whenever and wherever it is more convenient to their routine.



## Online and weekly exams

After each class, students must take a test, which remains available in the academic system for three weeks. There are 10 multiple choice questions and three attempts, being considered the highest grade to compose the final average (which must be equal to or greater than 7).

# CERTIFICATE

# USP

The MBA USP/Esalq is a Lato sensu graduate course. The approved student at the end of the course receives a specialist certificate from USP/Esalq. It looks exactly like the picture on the side! Distance education certificates are the same as those for in-person courses.



# COURSE INFORMATION



Weekly live classes on Thursdays from 7 pm to 11 pm (BRT, UTC-3)  
The content remains recorded and can be watched at any time.



18 Months duration + Final paper presentation  
The schedule can be extended within up to 3 months due to national holidays and recesses.



Certificate  
**USP**



USP professors and professionals with renowned experience in the private sector

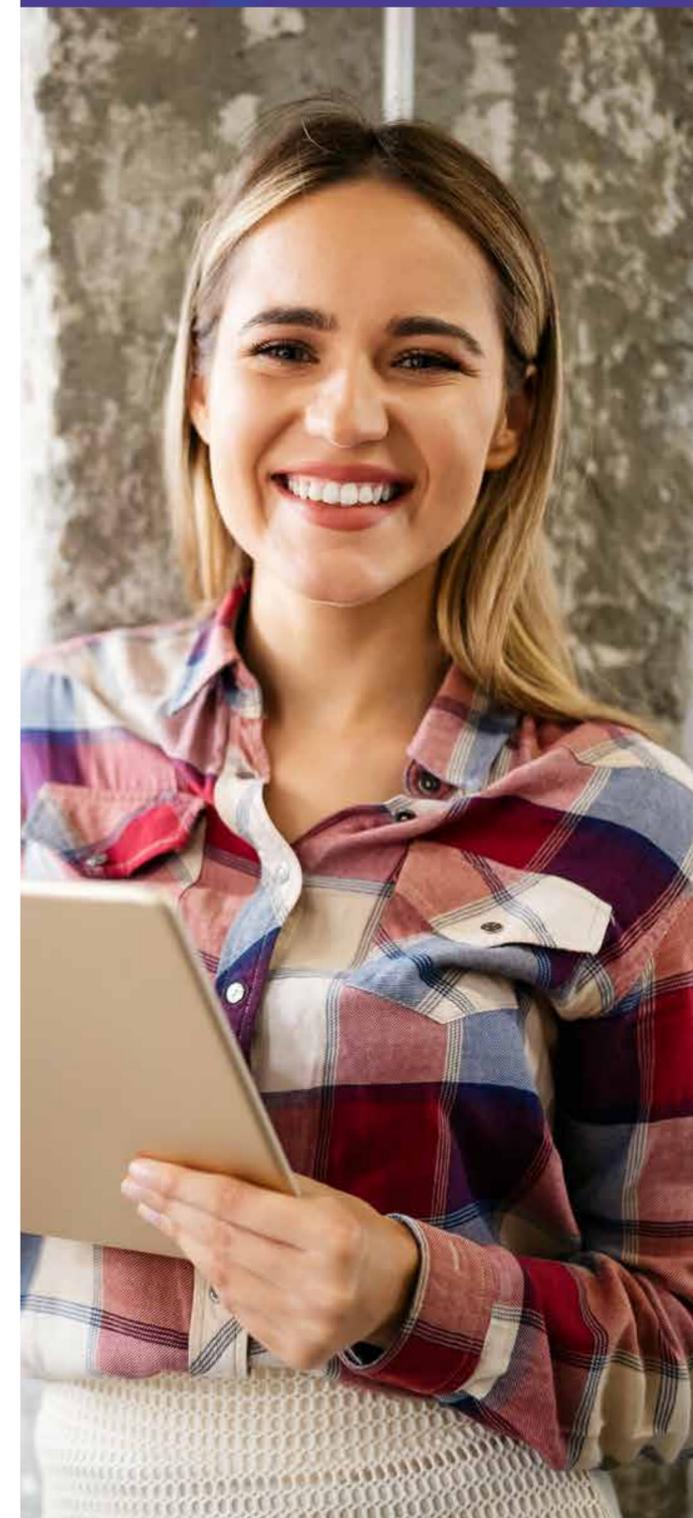


Presentation of the final paper at an exclusive Event



18x de R\$ 590  
Enrollment rate of R\$ 100  
\*Values valid for 2022

**I WANT TO REGISTER**



# FREQUENT QUESTIONS

## about the course

### **What is the difference between Business Management and Corporate Management?**

It is common to treat Business Management and Corporate Management as synonyms. There are, in fact, unquestionable proximity to each other, but also particularities in each concept: Corporate Management focuses on the analysis of all areas of a company, permeating an internal view of the functional areas, tools, and strategies. On the other hand, Business Management is broader and focuses both on internal and external aspects (economic, market and strategic), intending to add value to the company.

### **I will open my own business. Is this course for me?**

If you intend to open your own business, then you are in the right place! The MBA in Business Management provides a holistic view of the organization, in addition to presenting and explaining the tools necessary to project, create, or leverage the business itself or one already established.

### **I want to move up my position at the company.**

#### **Can the MBA in Business Management help me?**

Certainly. The new market reality requires deep knowledge of the company, its competitive and institutional environment, in addition to the ability to access, analyze and interpret information. Based on this principle, the course encourages the improvement of the individual, team, and company performance, naturally opening paths for a position advancement and reaching a leadership or strategic position within organizations. The elaboration of the Final Paper is a unique opportunity to diagnose an organizational problem, propose a solution and elaborate a project, in addition to allowing the analysis of the competitive environment in which it is inserted.

#### **Will the course bring me knowledge about technology, the internet, and Digital Marketing?**

Yes! The course has subjects such as Digital Marketing, IT and Big Data Management, Marketing and Sales Management among others, all up-to-date with the latest information in their respective topics.

# FREQUENT QUESTIONS

## institutional

### **How does the Final Paper work?**

The Final Paper is mandatory for the completion of the course. Until 2019, the presentations were in person in Piracicaba/SP. However, the guidelines of social distance for 2020 modified some aspects and the whole event was performed online, including the Final Paper presentations. The classes of 2021 can choose between the in-person presentation (in Piracicaba/SP) or online.

### **Will there be an adjustment in the installments?**

The installment will remain the same throughout the course, the first installment should be paid 15 days after the approval of the mandatory documents. The remainder may expire according to the preference indicated in the registration form.

### **Will I have someone responsible for my academic follow-up?**

In the academic journey you will have a coursemother/coursefather to provide support and even answer questions. They will participate on the following steps of the course: adjustments, registration, academic follow-up or financial issues, and the final paper elaboration.

### **What documents will I need to attach?**

An ID document and Higher Education Diploma (or Higher Education Certificate + Higher Education Records with the date of graduation) are required for approval.

# Do MBA USP/Esalq students have a discount on any **International Program**?

Yes. Students on MBA USP/Esalq courses have a 70% discount to attend the teaching programs offered by Pecege's partnership with the International Business School (IBS Americas). For more information, please contact our exclusive agent:

[joao.guerreiro@ibs-americas.com](mailto:joao.guerreiro@ibs-americas.com).

University of  
**La Verne**



**IBS**  
INTERNATIONAL  
BUSINESS SCHOOL  
— AMERICAS —



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