



English Semester Program

2nd SEMESTER 2016 (1st SEMESTER NORTHERN HEMISPHERE COUNTRIES – July to December)

***SUBJECT AVAILABILITY DEPENDENT ON THE NUMBER OF STUDENTS**

PUCPR was one of the first universities in Brazil to create and offer its national and international learning community subjects taught entirely in English.

As part of the university's international strategic plan, PUCPR intends to have by 2020 English courses taught in all its nine Schools, in all areas of knowledge.

Nowadays, the university has already implemented courses in seven Schools: Architecture and Design, Business, Communication and Arts, Life Sciences, Humanities and Education, Polytechnic and Law.

These courses allow international students to complete a full semester (30 ECTS) totally in English while they study Portuguese as a Foreign Language and prepare to expand their academic lives into courses taught solely in Portuguese, or even, to work as an intern in a Brazilian company through our Internship Programs.

PUCPR English Semester also offers international and local students the enriching opportunity to sit side by side to discuss topics and learn from a wide range of cultural perspectives, and, therefore, to expand their knowledge of the world.

School of Architecture and Design

School of Architecture and Design is a reference center dedicated to teaching theoretical and applied research, and continuing education in the areas of architecture, urbanism and design. The School offers the courses of Architecture and Urbanism, which works in thematic axes like Architectural Design, Urban Planning and Urban Design, Landscape Planning, Conservation and Restoration of Urban and Architectural Heritage, and Building Technologies. The Design courses are Digital Design, Graphic Design, Fashion Design and Product Design. All courses are developed in programs which integrate theory and practice in projects that contribute to the natural and artificial environments, by creating and improving objects, physical and/or digital visual interfaces, constructions or proposing interferences in cities and metropolitan regions. Such projects actively combine creativity, graphic expression and the added value of arts supported by social responsibility and sustainability principles. The knowledge development of the School of Architecture and Design is integrated with Curitiba's heritage in urbanism and the city's innovations in Design, which allows Curitiba's to be part of UNESCO Creative Cities Network.

Current Trends in Urban Design – 3 ECTS

The course is focused on urban design and its best contemporary practices. The course conveys new approaches for more vibrant, livable, pedestrian-friendly and sustainable urban environments, discussing good and bad practices in Curitiba and other Brazilian cities, as well as worldwide. Innovative concepts such as Sensitive City, Lively Neighborhoods and Urban Acupuncture will be discussed throughout the course. Students can enroll in many guided trips and visits organized by PUCPR professors to other cities (Brasília, Rio de Janeiro) and remarkable sites that are considered important examples of innovative urban planning and design.

Digital Photography – 4 ECTS

Essentially practical classes that seek to develop creative capacity beyond the mastery of expression and visual reproduction techniques. Students learn to handle professional photographic equipment in a fully manual mode. Development of technical skills and comprehension of the creative possibilities that Photography offers are a huge part of the program. The methodology follows the precepts of presenting theoretical content at first followed by practical work done by students under a proposed topic that leads all students to develop the connection between theory and practice, exercising creativity and visual expression.

Environmental Studies – 3 ECTS

This course aims to analyze and criticize the socioeconomic and environmental issues of international, national and regional scope for the development of the professional in their various fields, considering the relations of man with the built and natural environment. Study and evaluation of environmental impacts and the rational use of available resources and sustainable development.

Integrated Urban Design: Innovative Transportation Systems – 6 ECTS

This course is organized as a practical workshop that integrates urban design, landscape design, product design and graphic design. It will focus on Innovative Transportation Systems, from the transport network planning to sustainable vehicles, from the Bus Rapid Transit operational concept and the Transportation Management System to the graphic identity of public infrastructures and services. A guided visit with a Professor to Curitiba's transportation system is also part of the course.

Landscape Design Strategies for Urban Areas – 4 ECTS

This course aims at developing assessment, perception, analysis, interpretation and planning of urban landscape with the application of methodologies for evaluating the quality of landscape, the training of architects and urban planners in the design of open spaces in macro scale, considering the relations between man and the environment based on the fundamentals for the execution of landscape design and requalification of public spaces.

Modern Brazilian Architecture – 4 ECTS

The course focuses on study and critical analysis of the evolution and development of architecture, visual arts and urbanism in Brazil and the relationship of economic, political and social contexts with the formation of cities and Brazilian society. This course includes modern and contemporary Brazilian architecture, especially the Brazilian masters of the XX century, such as Oscar Niemeyer, Paulo Mendes da Rocha, Vilanova Artigas, Lina Bo Bardi and Burle Marx.

Motion Design – 6 ECTS

The focus of this course is how motion affects meaning and how new meaning can be developed through time, space and sound. An introduction to the basic techniques of film animation are presented to explain and demonstrate different aspects of movement that are essential to the motion designer. Keyframes, compositions, typographies and transitions as tools to capture and translate movement from the world around us. Students are encouraged to experiment, create, and investigate within this medium.

Strategic Regional Planning – 7 ECTS

In the current context of South American economic, social and physical integration (Mercosur, Unasur and IRSSA) and Brazilian regional development, this course aims at providing theoretical and practical tools for continental regional planning, large infrastructure project implementation and the necessary interrelation of this scale with national, provincial, municipal and local scale. The student can enroll in a guided trip organized by a PUCPR professor to Foz do Iguaçu city, in the triple border with Argentina and Paraguay, as a complementary activity.

Universal Principles of Design – 4 ECTS

This subject is an overview of design principles and practices common to most design professions, to give students a foundation understanding of design rules, laws, and guidelines that they can use throughout their education and career pursuits. Students will learn the language of design, how to think like a designer, how to judge between good and bad design works, and where to go for additional resources of specialized design practice.

Urban Acupuncture & Strategic Management: Lessons from Curitiba – 4 ECTS

This course is divided in three parts. The first part will be dedicated to a review of the revolutionary and comprehensive ideas that characterized the mindset of urban planning and development throughout the 20th century. Discussions will focus on the central role played by the State, the expectations concerning the concept of general social welfare, and its revision, in recent times, by neoliberal as well as societal and democratic movements, focusing on its implications to the concepts of urban development, management and politics. The second part is dedicated to review the ideas and discourses that form the ideological framework of the Modern Movement, with Brasília as the main case study. In the third part, students will concentrate in the critical analysis of what is known as urban acupunctures, strategic planning and governance, which emerged in the late 20th century with the fall of comprehensive and totalitarian approaches. Curitiba will be studied from different perspectives: from its planning history and projects, to more recent times problems and alternatives.

Business School

Established in PUCPR Curitiba campus, a city that has a strong and active corporate sector which is closely linked with our university. Aiming at expanding international cooperation and intensifying its participation in international projects and research networks. In addition to the academic programs, the Business School also offers advanced solutions in management, through professional development activities such as training seminars and courses, consulting services, planning and implementation of technical events and development of applied research. The Business School - PUCPR has been a member school since 2011. In the second half of 2014 the Business School initiated the first stage of the accreditation process, the Eligibility, which was achieved in 2015. The Business School is also RANKED by the Eduniversal International World Ranking.

BUSINESS ADMINISTRATION PROGRAM

Business Statistics – 5 ECTS

Business statistics provides knowledge and skills to interpret and use statistical techniques in a variety of business applications. It aims at good decision making in uncertainty conditions supporting data analysis in many disciplines such as financial analysis, auditing, production and operations and marketing research. This course is based on practical applications and intense use of interpretation. The use of statistical package software and electronic spreadsheet is mandatory.

Enterprise Architecture – 5 ECTS

Enterprise Architecture provide knowledge and skills to business and technology planning from a systems and process-level view to a more strategy-driven enterprise-level view. Enterprise Architecture promote and explain the emerging profession of EA. This course contains references to related academic research and industry best practices, as well potential future practices and the direction of this emerging profession. Using a case study the student will be able to identify, analyze and plan the capabilities to support the fusion between the Business Architecture and the Information Architecture to achieve organizational strategic long-term goals.

Entrepreneurial Management – 5 ECTS

Business opportunity, creativity and entrepreneurial vision; education and development of entrepreneurs minds; the profile of the successful entrepreneur; planning, assessment and management tools of projects; labor supply and entrepreneurial initiative; policies and competitive strategies for emerging enterprises; agencies and institutions of support for the generation of innovative projects; development of business plans.

Human Resources Strategic Management – 5 ECTS

The course focuses on understanding the importance of management the human resources, to enable a comparison between human resources in Brazil and other countries.

Information Systems – 5 ECTS

This course will be conceptual and instrumental. It will focus exclusively on information systems as an instrument to help managers to translate and control business strategy. It is not an IT – Information Technology course.

Innovation and Knowledge Management – 5 ECTS

The knowledge economy; knowledge as an organizational resource; theoretical foundations of innovation and knowledge management; strategic aspects of information and competitive intelligence; knowledge management models and practices; innovation models and stages; best practices in innovation management; national and local systems of innovation; technology transfers, strategic alliances and innovation strategies; science, technology and innovation in Brazil; integrated approach to innovation and knowledge management.

Investment Analysis – 5 ECTS

The purpose and structure of financial markets; the history of investing; the regulation of the financial sector; the financial crisis; the psychology of investing; the instruments and markets of investing; evaluating risk and return.

Logistics – 5 ECTS

An overview of Integration and management of the supply chain; strategic and operational alignment; alignment of supply and demand; multimodality; inventory and warehousing management; customer service; compensated costs (trade-offs); information systems; policies and procedures; technology, machinery and equipment; organizational change.

Strategic Management – 5 ECTS

The course focuses on understanding the theoretical concepts and tools of strategic management in order to cope with dynamic forces and challenges from the environment. It deals with strategic management as an important approach to help organizations to respond to the demands of the environment seeking to improve organizational performance, competitiveness and sustainability in the long range as well as to fulfill their mission.

ACCOUNTING PROGRAM

Valuation – 5 ECTS

A brief sketch of merger and acquisition (M&A) in Brazil and Its importance in the world; the most important M&A made in Brazil for the last 10 (ten) years; the historical background: first international investments in Brazil, the first Brazilian companies that invested in other countries; the valuation method mores used in brazil and the differences with valuation in other countries.

ECONOMICS PROGRAM

Contemporary Brazilian Economy – 5 ECTS

Brazil overview; the State of Paraná overview; regional inequality in Brazil; macro policies to sustain growth; raising saving and investment; impediments to investment; promoting infrastructure development; achieving strong and sustainable growth; education and health care in Brazil; income distribution in Brazil; Brazil: what's next?

Economic and Social Development – 5 ECTS

The nature of development economics; traditional economic measures; classic theories of economic growth and development; contemporary models of development and underdevelopment; poverty, inequality and social welfare; comparative economic development; the role of financial system in economic development; the nature of development economics; traditional economic measures; classic theories of economic growth and development; contemporary models of development and underdevelopment.

Geopolitics and International Business – 5 ECTS

Geopolitics and the international order; border conflicts and sovereignty; diplomacy and business; conciliation and regulation chambers; international regulatory organizations; international financial organizations; international cooperation; geopolitics and economic blocks; geopolitics scenario's analysis and formation; actors in contemporary geopolitical international scenarios.

MARKETING PROGRAM

Consumer Behavior – 5 ECTS

The main theories and concepts in consumer psychology and about exciting new findings to deepen the understanding of how and why people choose, use, and evaluate products and services the way they do. Involvement and Perception; Memory and Learning; Motivation, Affect and Values; The Self, Personality and Psychographics; Attitudes and Behavior; Consumer Persuasion and Behavior/Attitude Changes, Decision-Making; Cultural Influences on Consumer Behavior; Advanced Topics on Consumer Behavior: The Dark Side, Nonconscious consumer behavior and Consumer Neuroscience.

TOURISM PROGRAM

Event Management – 5 ECTS

Planning, assessment and management tools of events; the sequence and organization of events; the history and evolution of events; events as a tools to increase tourism; the different types of events; protocol and etiquette; ceremonial.

Sustainability and Business – 5 ECTS

The concept of sustainability; the environmental dimension of sustainability; the social dimension of sustainability; the economic dimension of sustainability; sustainable SCM; innovation and sustainability; eco-efficiency; ecodesign; urban sustainability; indicators for sustainability; strategies for sustainability; the new era of business.

School of Communication and Arts

The School of Communication and Arts was conceived to promote and integrate the areas of knowledge related to communication studies in the following areas: advertisement, journalism, public relations and arts - including music and theater.

The School holds a research group in the field of Communication Studies with a focus on Management and Communication Technologies and Culture and media environments.

Communication and Brazilian Culture – 3 ECTS

History of Brazilian culture. Regional and popular aspects of culture in Brazil. The construction of Brazilian identity and multiple characteristics of Brazilian people. The contemporary Brazilian culture. Brazilian mass culture.

Creative Thinking – 5 ECTS

The creativity as an ability to generate ideas. The creative being and his individual and collective attitudes. The comprehension of the creative process and its techniques. The creative problem resolution and its incentives. Observation, perception and the understanding by using draws. The image and the study of the representation techniques. The importance of non-verbal languages of the contemporary culture.

Fundamentals of Body Language – 4 ECTS

Introduction to the study of body and body's movement as a form of expression and theatrical Communication, including practical experimentation and theoretical articulation.

Video Production – 3 ECTS

Historical aspects of the television language. Audiovisual language. Advertising in audiovisual formats. Image and sound as narrative construction. Structure and functioning of broadcasters and producers. Audiovisual production technologies. Planning, creation and production of advertising materials and audiovisual advertising. The audiovisual at technological convergence environment. Audiovisual platforms.

School of Life Sciences

Focused on integral and transdisciplinary education, the students from the School of Life Sciences are motivated to explore the options for their future professions since the beginning of the program through practical activities developed in the clinics of physical therapy, dentistry, nutrition, psychology, university pharmacy and research units.

Brazilian Cuisine – 7 ECTS

Study and characterization of Brazilian cuisine. Establishment of relations between the different regional characteristics. Development, construction and production of menus. Increase in culinary techniques involved in this process.

Brazilian Martial Arts: Capoeira – 6 ECTS

This lecture will take the student from a journey from the scientific foundations to the historical and cultural background of capoeira and mixed martial arts. Practice and Application of the main technical actions of capoeira and mixed martial arts.

Public Health – 4 ECTS

The subject of Public Health aims to offer an appropriate educational stimulus so the student can acquire the specific skills and competencies to develop: (i) a critical understanding of the health practice, focusing on families, as Public Health is discussed in Brazil (ii) work with emphasis on interpersonal skills that emphasizes; "qualified hearing," the care professional, bonding between patient and health care professional, longitudinal monitoring of patients and accountability for health epidemiological results, (iii) salaries related to daily practice, principles and tools for working with families through the development of intervention projects in diverse scenarios practices, focus on humanizing work, proactive and multidisciplinary.

Social skills: An introduction – 6 ECTS

Social skills' definition and classification; evaluation of initial repertoire of social skills, social skills' training and training evaluation; social skills application in different contexts. Relationship between social skills and psychological disorders. Current research in Social skills.

School of Education and Humanities

The School of Education and Humanities is a center of academic excellence in teaching and research with a broad experience in early childhood, primary, secondary and higher education.

The School develops studies and research in the humanities in collaboration with national and international universities and institutions such as UNESCO.

Anthropology and Sociology of Art – 3 ECTS

Arts and social sciences. Social Sciences contributions to the analysis of art. Institutions, ideologies and artistic movements. Modern and contemporary approaches to art.

English Languages Studies II – 5 ECTS (Placement test needed)

Development of communicative competences in English: focus on overall features of written and oral reception and production. Variety of textual genres. Development of reading competences: discussion of simplified and/or unabridged literary texts.

English Languages Studies IV – 5 ECTS (Placement test needed)

Improvement of communicative competences in English: focus on spoken interaction, sustained monologue, textual reception and written production. Development of reading competences: simplified and/or unabridged literary texts.

English Languages Studies VI – 5 ECTS (Placement test needed)

Widening of communicative competences in English. Focus on written academic production: creative writing. Development of reading competences: unabridged literary texts.

English Languages Studies VIII – 5 ECTS (Placement test needed)

In-depth study of written production: revising and editing. Focus on academic genres: addressing different audiences; reports and essays. Development of reading competences: unabridged literary texts and academic texts.

Intercultural Communication – 5 ECTS

Concepts and definitions of culture. Identification of the various cultural dimensions and its impact on a study abroad experience. Cultural identity. Intercultural developmental model. Culture chock and the process of adjustment to other cultures. Cultural diversity in teamwork and the role of intercultural communication inside the organizations.

Literature of English Speaking Countries II – 4 ECTS (Placement test needed)

Literary trends from the 20th century to the present. Discussion and analysis of literary texts of the 20th and 21st centuries. Discussion and analysis of contemporary multicultural texts.

Portuguese as a Foreign Language – 5 ECTS (Students are placed on the most appropriate level after a placement test taken during Orientation session)

Upon successful completion of the course, the students should be able to: develop a strategy learning/recording vocabulary, be aware of some other learning strategies, use capitalization and punctuation correctly, learn some basic classroom language, introduce themselves and others, talk about countries, nationalities, habits, routines, personal details, jobs, likes and dislikes, possessions, leisure time activities, food and drink, requests, future plans, past experiences describe places, houses, people, make suggestions, ask for and give information, recognize and use verb tenses, modals, passives, recognize and use time expressions, articles, count/non-count nouns, demonstratives recognize and use parts of speech, recognize and use high-frequency words and expressions, read at sentence and paragraph level, read for comprehension, read stories for specific information, scan for details, listen for specific information, listen for main ideas, take part in role-plays and conversations brainstorm ideas, plan and outline a paragraph, write at sentence and paragraph level, write an informal letter, write a story, write about a process, make sentences using conjunctions, use data to write a paragraph.

Polytechnic School

Recognized both nationally and internationally for its quality in education, research and services, the Polytechnic School offers degrees in practically all the engineering and informatics fields.

The innovative collaborative learning method, coupled with the intensive use of educational technologies contribute to the regular teaching environment throughout the degree programs, from the initial sciences and engineering subjects through the specific disciplines of each engineering field and final project.

CIVIL ENGINEERING PROGRAM

(Architecture students are most welcomed)

Building Information Modeling – 3 ECTS

Building information Modeling, Object modeling, predecessor design technics and interoperability through IFC.

ENVIRONMENTAL ENGINEERING PROGRAM

Administration of Project Engineering and Entrepreneurship – 3 ECTS

Entrepreneurship and entrepreneurial process. Administration. Management of organizational functions in engineering projects. d. Strategic planning for engineering business.

Law School

PUCPR Law School offers an undergraduate degree program in Law as well as professional certificates in specific fields. Its teaching method praisers for its comprehensive humanistic approach, which aims at integrating academic knowledge with professional training grounded on ethical principles, not only in the degree programs but also in continuing education and research initiatives.

Economic Law – 3 ECTS

To explore the interdisciplinary approaches between the law and the economy. To work with the concept of private initiative and state intervention/regulation in the economic domain.

Environment, Law and Sustainability – 3 ECTS

Environmental ethics. Environment and Brazilian Law. Environmental Agencies in Brazil. Protected environmental areas. Civil and Criminal responsibility for protection of historical and cultural Brazilian heritage. Economic instruments of environmental protection. Sustainable development, environment and social problems. Judicial Power and environmental protection. Environmental Courts in Brazil.

Fundamentals of Arbitration – 3 ECTS

This course will provide an introduction to the arbitration process focusing in Brazilian Law. Also will provide a study about the NY Convention and the Uncitral Model Law on international commercial arbitration, as well as about de IBA rules on international arbitration.

Human Rights – 3 ECTS

Liberal Rule of Law, Representative Democracy and Individual Rights. Welfare State, Social Democracy and Collective Rights. International Perspective on Democracy and Human Rights. International Protection of Human Rights. International Human Rights Instruments: Incorporation into Domestic law, the Brazilian Precedents. European Mechanisms for Fundamental Rights Protection. American Convention on Human Rights.

Private International Law – 3 ECTS

Private International Law: Concept, goals and history. The Private International Law sources. Private International Law standards. Connection elements. Application of foreign law and conflict of laws. Public Order. International Procedural Law. Approval of foreign judgments. International Contracts. International Arbitration.



PUCPR
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