

ESTRUTURA CURRICULAR:

DISCIPLINA	AULA	CARGA HORÁRIA
Challenging the Business Model	Challenges in operations	8
	Developing product and service winners	8
	Implementation of Strategic Plan	4
	Managing the current challenges of communication to consumers	4
	Resources, Margin and growth management	8
	What every CEO should know about branding	4
Delivering Superior Value Through Operations	Cultural aspects in Leadership	8
	Developing CEOs - CEOs – what do we expect from leaders at the top	4
	Innovative HR	8
	Performance Evaluation	8
International Module	International Module	104
People Development And Talent Attraction	Conflict, cooperation and competition	8
	Designing and Managing Integrated Marketing Channels	8
	Leveraging technology	8
	Understanding the bottom-of-the-pyramid	4
Strategy Implementation	Breakthrough International Marketing	8
	Business Game	8
	Conscious Consumption	4
	Financing Innovation	4
	Innovation, Entrepreneurship and Management	8
Structure to Support Strategy	Finding and recruiting top talent	4
	Retaining and rewarding the best collaborators	4
	Structure to Support Strategy	8
Superior Knowledge and Business Intelligence	Challenges of the next 10 years	4
	Fundamentals of Financial Choices	8
	Macroeconomic environment	8
	Strategy Process (part 1)	8
	Strategy Process (part 2)	8
TCC	Course Conclusion Final Assignment	1
Workshop	Business Analytics	8
Workshop	Compliance And Corporate Governance In A Global Market	8
Workshop	Customers, Margin, Cash, Speed, Growth	8
Workshop	Diversity and Inclusion	8
Workshop	Managing Accounting	8
Workshop	Managing Corporate Crises	8
Workshop	Negotiation	8
Workshop	Sarbanes Oxley Compliance	8
Workshop	Sustainability And Business Risks	8
Workshop	Valuation And M&A	8
CARGA HORÁRIA TOTAL		361