

## PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO

### PLANO DE ENSINO

<b>ANO E SEMESTRE</b>				
2021/2				
<b>PROFESSOR(A)</b>				
Ricardo Teixeira Veiga				
<b>DISCIPLINA</b>				<b>CÓDIGO</b>
Business Models				CAD009
<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>	<b>HORÁRIO</b>	<b>BIMESTRE</b>	<b>DIA DA SEMANA</b>
30 h.	02	08:00 – 11:45	2st.	Thursday
<b>AUTORIZA A OFERTA DE MATRÍCULA NA MODALIDADE DISCIPLINA ISOLADA?</b>				
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim – Número de vagas: 04.				
<b>AUTORIZA OFERTA DE MATRÍCULA DE GRADUANDO NA MODALIDADE DISCIPLINA ELETIVA?</b>				
<input checked="" type="checkbox"/> Não <input type="checkbox"/> Sim – Número de vagas (até 2 vagas): ____				
<b>A DISCIPLINA É MINISTRADA EM IDIOMA ESTRANGEIRO?</b>				
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim Qual: Inglês				
<b>PROJETO(S) DE PESQUISA APROVADO(S) EM ÓRGÃO(S) DE FOMENTO QUE PODE(M) SER VINCULADO(S) À DISCIPLINA</b>				
Double diploma in BRICS NU Master program «International Marketing and Business» by RUDN and UFMG				
<b>AGÊNCIA(S) DE FOMENTO</b>				
<b>NÚMERO DE PROTOCOLO DO REGISTRO/DA APROVAÇÃO NA PLATAFORMA BRASIL (se for o caso)</b>				
<b>EMENTA</b>				
<p>To provide a theoretical foundation for understanding and designing business models based on a historical perspective, progressively incorporating the demands for social and environmental value propositions beyond the economic conventional view.</p>				

## PROGRAMA

1. Introduction.
2. Concept and archetypes of business models.
3. Different business models.
4. Business Model Canvas and its variants.
5. An ethical foundation for sustainable business models.

## BIBLIOGRAFIA BÁSICA

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#### TEXTOS E DOCUMENTOS DISPONÍVEIS NA WEB

Various papers at CAPES portal.

#### SISTEMA DE AVALIAÇÃO

- Attendance: 08 (eight) points.
- Seminars: 40 (forty) points.
- Written works: 12 (twelve) points.
- Business model design: 40 (forty) points.

#### INFORMAÇÕES ADICIONAIS

Distance learning course.