COURSES IN ENGLISH
AT PUC-Rio

The courses have a content based on different areas such as culture, literature, business, design, civilization, history and logistics among others.
ARTS AND DESIGN

**Ergonomics and Ergo Design in Brazil** (2 credits)
Ergonomics in Brazil: development and research. Main approaches in Brazil used for ergonomic studies. The nature of ergodesign. Ergodesign in development of products, information systems and human-computer interfaces.

**Electronic Art** (3 credits)
Analysis of the different ways to express and communicate artistic interventions that include electronic media. Multimediatic aspects of the computational resources. Interactive art.

**User Centered Design** (3 credits)

**New Technologies applied to Design** (3 credits)
New 3-D printing technologies and materials. The dematerialization movement. Do it yourself/ makers with 3-D printing. Explaining the future form 3-D printing perspective.

**Ethics and Aesthetics in Contemporary Brazil** (3 credits)
Discussion of the connections between ethics and aesthetics in the context of contemporary Brazilian culture and subjectivity.
Course Introduction to Strategy in a Globalized World (4 credits)

International Negotiation (4 credits)
Negotiating in a world of increasing professional and organizational interdependence. Cultural differences and negotiation. Relational development, communication styles, tactics/behaviors, agreements and negotiation.

Marketing Strategies Through Consumer Behavior (4 credits)
Marketing strategies decisions from a consumer behavior approach. Basic determinants of consumer behavior. The roles of marketing as influence on consumer buying and decision making. Impact of consumer behavior on marketing.

Relationship Marketing (4 credits)
The course will takes the long-term view, the business-based approach to customer relationship management (CRM). It tells students what CRM means to businesses, plus the why and the how of putting a CRM database system into action. Real world examples will be brought into classroom to illustrate how CRM can and has been used to change and build any type of business, strategically and managerially.
Valuation and Real Options (4 credits)

Online and Mobile Marketing (4 credits)

Cases in International Marketing (4 credits)
Concepts and theories in international marketing. The challenges and opportunities in international markets. Environment analysis of international markets. Strategies to enter international markets. Choosing target markets and positioning. International marketing mix (product, price, distribution and marketing communication).
ELECTRIC ENGINEERING

Signals and Systems (4 credits)
Pre-requisites: MAT1162 and MAT1200
The objective of this course is to introduce the basic concepts associated to signals and to the systems that process them. It builds a methodology that allows students to model and solve linear time-invariant systems, both in the continuous time and the discrete time. By taking this course students will be able to study further applications in digital signal processing (DSP).

PRODUCTION ENGINEERING

Supply Chain Logistics Management / Special Topics on Production Engineering (3 credits)
Pre-requisites: Students from Engineer, Business and Economy, with knowledge in operation management.
The discipline exams traditional logistics issues within the context of the supply chain. Main definitions, logistics evolution, performance management systems, primary logistics activities (network design, information, transportation management, inventory management and strategy, warehousing, materials handling, packaging), supply chain management (organization and relationship management, information technology), trends, business.
Environmental Issues in Brazil (4 credits)
The latest Intergovernmental Panel on Climate Change (IPCC) assessment report (AR5) showed a clear relation between anthropogenic processes and climate change, stating that the human influence is clear for the unequivocal warming of the climate system (IPCC, 2013). The undesirable consequences of climate change for human society's sustainability urge for solid international agreements, as well as deep changes in the business as usual human behavior and activities. In this course we will discuss how anthropogenic greenhouse gases emissions contribute to climate change and how they can be measured, managed and mitigated.

Course Special Topics Engineering (4 credits)
The discipline will introduce the concerns of Brazilian environmental issues linking the fields of Science and engineering to the human dimensions of problem solving and decision-making. While acknowledging dilemmas, the lecturer will also describe the good news, progress towards solutions, and the many ways individuals can make contributions toward environmental protection. Students will be encouraged to form their own opinions, and to recognize that there are multiple ways to interpret data and to find a balance between competing views.
HISTORY

Brazilian History (4 credits)

SOCIIOLOGY

Contemporary Brazilian Debates from a Sociological and Anthropological Perspective (4 credits)
This course aims to give an introduction to contemporary Brazilian anthropology and sociology. Beginning with central problems which influenced the constitution of these two disciplines, centering around the ideas of Gilberto Freyre and Sergio Buarque de Hollanda, we will discuss modernity and Portuguese tradition; the historical role of the State and its relations with society; public life and private values; family and social solidarity; “racial democracy” and criticisms; Brazilian modernism. The course will then highlight some specific contemporary subject discussions in both areas: violence and urban life, race and inequality, religion, cultural artistic manifestations, especially Tropicalism, Brazilian funk and “manguebeat”.

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INTERNATIONAL RELATIONS

Regional Integration Process (4 credits)

Special Topics in International Relations II: Science, Technology and War (4 credits)
Science, technology and war are inextricably linked. Every major technology - metallurgy, explosives, internal combustion, aviation, electronics, and nuclear energy - has either been developed for, or used in, armed conflicts. This course focuses on the application of chemical and biological agents as weapons. However, wider forces and influences are at play. The economic, political, strategic and technological dimensions are important and relevant considerations that bear on research, development and use of weapons. This course draws on a number of approaches to illuminate some of the most pertinent aspects of modern arms control. A key element is the consideration of real world examples: historical uses and development, rationales, and practicalities of arms control to make this often abstract subject matter more tangible and accessible.
INTERNATIONAL RELATIONS

Course Brazilian Foreign Policy I (4 credits)
The course will explain how the main Brazilian Foreign Policy paradigms were formulated as well as discuss the role of economic development on the Brazilian foreign policy contents. The following issues will be discussed: The Republican regime and foreign policy; Americanism and Pan-Americanism; Cold War and foreign policy; The impact of economic development on Brazilian Foreign Policy; The independent foreign policy and the globalism; The foreign policy of military regime and the Americanism; Geopolitics and National Security Doctrine; Globalism revival and consolidation; Democracy and foreign policy; The post-Cold War and Brazilian international insertion; Actors and perceptions of Brazilian Foreign Policy.

Advanced Studies in International Relations II: Hospitality Hostility in International Political Theory (4 credits)
This course surveys classics of European International Relations Theory. Through a mixture of lecture and discussion, we will consider together the following thinkers or texts: History of the Peloponnesian War by Thucydides, writings on “just war” by Augustine of Hippo and Francisco de Vitoria, On the Citizen by Thomas Hobbes, several key texts by Immanuel Kant, Sigmund Freud’s Civilization and Its Discontents, and Carl Schmitt’s Concept of the Political. Although most of the readings are derived from a European tradition of thought on matters of peace and war, we will focus these problems by considering the initial encounter between Europeans and native Brazilians in the sixteenth century with reference to the following question: is the treatment of foreign peoples governed by the rights of hostility or of hospitality?
Special Topics in Portuguese Language / Study and discussion of special topics related to the Portuguese language studies (4 credits)
Intercultural studies: parameters of analysis. Identification of aspects of the Brazilian culture and language interaction that may be relevant in multicultural/intercultural contexts. Practical work with Brazilian films, TV soap operas and sitcoms, song lyrics, press articles, advertising campaigns and short stories.

Special topics in Portuguese language / Brazilian language and culture: from stereotyping to reality (4 credits)
Approach and discussion of the Brazilian culture in its most relevant aspects to students who come from other cultures. Rethink Brazil through the reading of possible stereotypes present in images internationally disseminated, taking into consideration the process of construction of the Brazilian Portuguese language and the verbal, non-verbal and social interactional patterns currently in use. Effective contact with different cultural aspects such as ethnic diversity, art, religion, folklore, culinary and language through theoretical readings, debates and eventual lectures about specific cultural topics.
Brazilian Literature on Screen: From Cinema Novo to Novo Cinema (4 credits)
To present classic adaptations of Brazilian literature by auteur filmmakers. To explore the development of modern and contemporary Brazilian cinema and culture through the screening and critical analysis of representative works within their respective socio-historical contexts. To stimulate interest for Brazilian literature, cinema, and culture in order to promote and facilitate future studies. To discuss and write about topics related to Brazilian literature, cinema, and culture, from an informed and critical perspective. To relate the knowledge acquired about Brazilian literature, cinema, and culture to the students' own bodies of knowledge.

Topics in Brazilian Literature (4 credits)
To explore the development of Brazilian literature and culture through the close reading and critical analysis of representative works within their respective socio-historical contexts. To stimulate interest for Brazilian literature and culture in order to promote and facilitate future studies. To discuss and write about topics related to Brazilian literature and culture, from an informed and critical perspective. To relate the knowledge acquired about Brazilian literature and culture to the students' own bodies of knowledge.
Clinical Neurosciences (2 credits)
The goal of this course is to provide an overview of neuroimaging methodologies, neuropsychological assessment tool, and various diseases that affect the structure and functioning of brain. The course will consist of 5 different parts. Part 1 will introduce different neuroimaging methodologies, including electroencephalography, magnetic resonance imaging and positron emission tomography, and will elaborate on how to perform a neuropsychological assessment. The other parts of the course all focus on different categories of diseases that affect the brain and how neuroscience aids in understanding these diseases and in the clinical diagnostic process. The second part of the course is on dementias, and specifically Alzheimer's disease and frontotemporal dementia. What are the main clinical manifestations, what are the neuropathological features, how does the neuroanatomy changes, are there differences in neuropsychological assessment? These are key questions during this part of the course. Part 3 focuses on movement disorders, and in particularly Parkinson's disease. A description of the motor and cognitive manifestations will be given, as well as the neuropathology guided by the use of advanced neuroimaging methodologies. The 4th part will be on metabolic disorders. Diabetes and obesity are the 2 most common metabolic disorders in the world.
COURSES IN ENGLISH AT PUC-Rio

ARTS AND DESIGN
Ergonomics and Ergo Design in Brazil (2 credits)
Electronic Art (3 credits)
User Centered Design (3 credits)
New Technologies applied to Design (3 credits)
Ethics and Aesthetics in Contemporary Brazil (3 credits)

BUSINESS AND ADMINISTRATION
Introduction to Strategy in a Globalized World (4 credits)
International Negotiation (4 credits)
Marketing Strategies Through Consumer Behavior (4 credits)
Relationship Marketing (4 credits)
Valuation and Real Options (4 credits)
Online and Mobile Marketing (4 credits)
Cases in International Marketing (4 credits)

ELECTRICAL ENGINEERING
Signals and Systems (4 credits)
Pre-requisites: MAT1162 and MAT1200

ENVIRONMENTAL ENGINEERING
Environmental Issues in Brazil (4 credits)
Course Special Topics Engineering (4 credits)

HISTORY
Brazilian History (4 credits)

PRODUCTION ENGINEERING
Supply Chain Logistics Management / Special Topics on Production Engineering (3 credits)
Pre-requisites: Students from Engineer, Business and Economy, with knowledge in operation management.

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COURSES IN ENGLISH AT PUC-Rio

INTERNATIONAL RELATIONS
Regional Integration Process (4 credits)
Special Topics in International Relations II: Science, Technology and War (4 credits)
Brazilian Foreign Policy I (4 credits)
Advanced Studies in International Relations II: Hospitality Hostility in International Political Theory (4 credits)

LETTERS
Special Topics in Portuguese Language / Study and discussion of special topics related to the Portuguese language studies (4 credits)
Special topics in Portuguese language / Brazilian language and culture: from stereotyping to reality (4 credits)
Brazilian Literature on Screen: From Cinema Novo to Novo Cinema (4 credits)
Topics in Brazilian Literature (4 credits)

PSYCHOLOGY
Course Clinical Neurosciences (2 credits)

SOCIOLOGY
Course Contemporary Brazilian Debates from a Sociological and Anthropological Perspective (4 credits)