



ESALQ

Escola Superior de Agricultura Luiz de Queiroz – Universidade de São Paulo
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SUBJECTS AND TOPICS - MBA IN BUSINESS MANAGEMENT

1. STRATEGIC MARKETING

- Consumer Behavior;
- Marketing Strategies;
- Segmentation and Positioning;
- Marketing planning;
- Marketing Tactics and Decisions about Products and Services.

2. HUMAN CAPITAL MANAGEMENT

- People Management and Global Trends of Human Capital;
- HR: Roles and link to strategic planning;
- Management by Competencies and Emotional Intelligence (Emotions and Feelings);
- National Culture and Organizational Culture;
- Diversity.

3. MINDSET, CANVAS AND BUSINESS PLAN

- "High potential" entrepreneurship;
- Mindset and Opportunity Recognition;
- Traditional Business Plan;
- Business model Generation;
- Project Model Canvas.

4. FINANCIAL MATHEMATICS AND INVESTMENT ANALYSIS

- Effective and Nominal Rates;
- Simple and Compound Interest Operation;
- Cash Flows (Regular and Deferred; Present Value, Future Value , and Calculation of Installments with or without up-front fees);
- Constant Amortization System (CAS) and French Amortization Method (PRICE);
- Investment analysis (discounted payback, net present value - NPV, internal return rate - IRR, modified internal rate of return - MIRR, profitability index).



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5. STRATEGIC PLANNING AND COMPETITIVE INTELLIGENCE

- Fundamentals of Strategy and Generic Strategies;
- Dynamics of Competition and Competitive Advantage;
- Blue Ocean Strategy;
- Strategic Planning Processes and Tools;
- Digital Strategic Planning.

6. BUSINESS MODELLING

- Strategic planning: steps, process, levels, and premises;
- Strategic models;
- Strategic thinking schools;
- Strategic Planning Tools: SWOT, GUT, BCG Matrix, Porter's Value Chain, Mckinsey Matrix;
- Balanced Scorecard (BSC).

7. ACCOUNTING AND PROFITABILITY INDICATORS

- Aspects evidenced in accounting: Economic, Financial, and Equity;
- Accounting profit *versus* Economic profit;
- Equity *versus* wealth;
- Accounting and decisions;
- Performance Indicators (EVA, ROI, MVA, WACC) and Average Deadlines (Stock, Charging, and Payment).