



# Full-Time MBA

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A transformative  
experience in becoming a  
Global Business Leader

[www.coppead.ufrj.br](http://www.coppead.ufrj.br)



# WELCOME



The Research Project is a cornerstone of the Full- Time MBA experience at COPPEAD. The student produces an innovative work combining academic knowledge with the existing market dilemmas in some area. It's an exciting opportunity to develop more valuable skills.

**Otavio Figueiredo**  
Dean

# A BRAZILIAN BUSINESS SCHOOL GLOBALLY RECOGNIZED FOR ITS EXCELLENCE

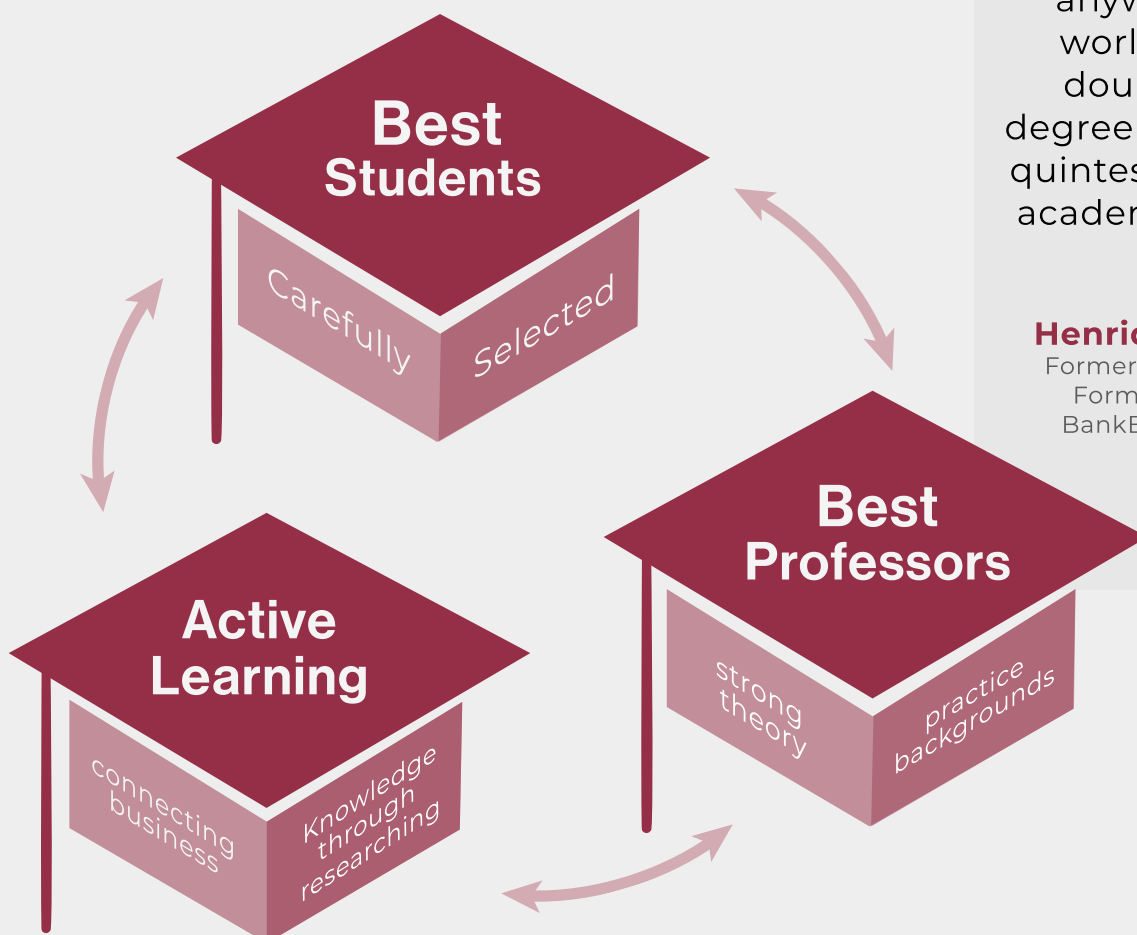
COPPEAD is unique in every sense: an institution which provides top-quality executive education programs for professionals from Brazil and other countries and help them to transform their own careers.



COPPEAD provides training programs which prepare professionals for positions anywhere in the world. I have no doubt the MBA degree I got here was quintessential for my academic education

**Henrique Meirelles**  
Former Finance Minister  
Former President at  
BankBoston Alumnus

## *The path for Excellence* **COPPEAD WAY**



**39** agreements with business schools in 5 continents

Highly ranked in Brazilian Educational System (Score 7 at CAPES)

Member of European Foundation for Management Development (EFMD)

AACSB Business Education Alliance Member

Member of EMBA Consortium

**11** times listed in Financial Times ranking

**+17.000**  
Alumni



# A life-changing experience

Fast track your career with this world-class business training program. In our Full-Time MBA you will immerse yourself in a transformational journey to become a leader well prepared to face global challenges.

**+29** Students per cohort

**540** Hours in 18 months

100% Taught  
**English**

**Tuition free**  
Exchange program available





As an engineer, the program has helped me building strong relationships and also developing a sistemic view of companies and industries. Throughout mt career, I could see countless times how COPPEAD is a reference in Education.

**Fabio Coelho**

President at Google  
Brazil Alumnus

## KNOW

- Business-related Vocabulary
- Main Concepts
- Analytic Tools
- Business Reality(Brazilian & International)
- Main Theoretical Perspectives
- Global Issues Affecting Organisational Management

## DO

- Issue Analysis
- Strategic Thinking
- Critical Thinking
- Choices & Prioritizing (subject to time pressure)

## BE

- Self-confident
- Disciplined
- Both short - and long-term oriented
- Creative
- Cooperative
- Responsible World Citizen

## BEHAVE

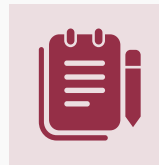
- Promoting Construtive
- Dissent
- Ethically

## INTELLECTUAL SKILLS

- Analyse complex material  
(business, organisations and environment-related)
- Synthesise complex material  
(business, organisations and environment-related)
- Critically assess complex material  
(business, organisations and environment-related)
- Formulate &/or defend independent judgments
- Conceptualise
- Communicate in writing and orally
- Integrate core subjects
- Demonstrate an awareness of the wider context
- Apply general concepts to practical situations
- Apply a systemic & longitudinal approach to theoretical issues and practical situations
- Research skills

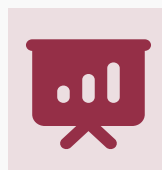
## MANAGERIAL SKILLS

- Team work
- Interpersonal skills
- Presentation skills
- Project management
- Leadership skills
- Managing under time pressure
- Coaching skills
- Consultancy skills



## **Conceptual formation in business**

management through a wide range of courses to build a general management training.



## **Reflect and plan for the long turn**

Several projects activities that offer you a platform for developing strategies of replacement. Connection with companies, startups and consulting firms.



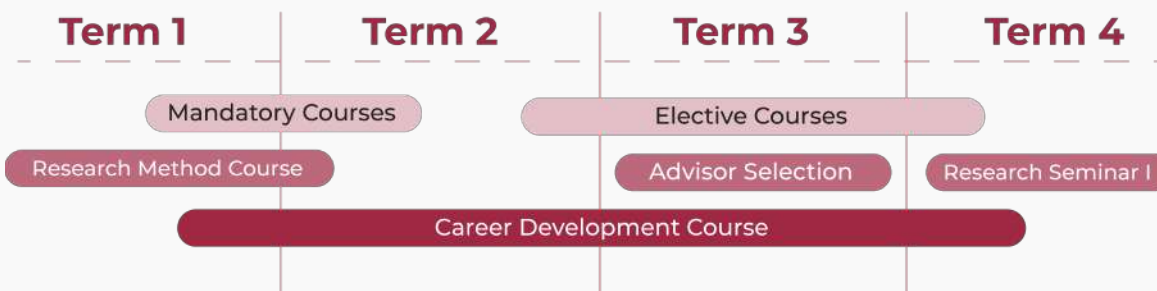
## **Develop skills and differentiate yourself in the business arena**

Know how to apply concepts and articulate them with specific problems, strength your critical thinking and learn how to conduct a field research.

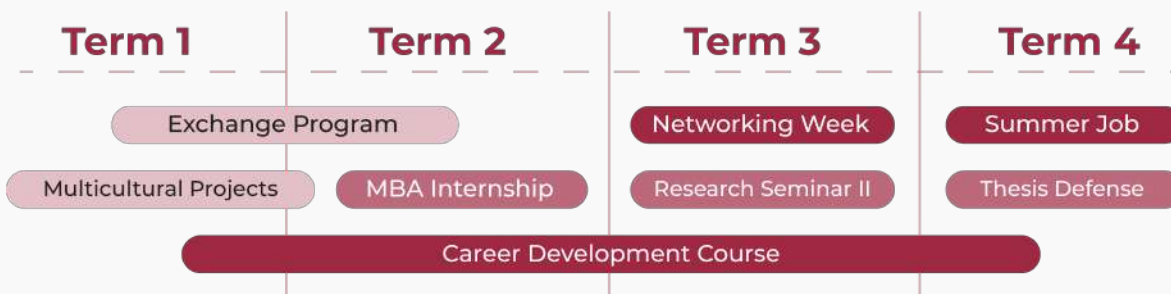




## YEAR 1



## YEAR 2



- Business and Management
- Research Project
- Career Development Activities

# MANDATORY COURSES

- Marketing
- Organizational Behavior
- Fundamentals of Strategic Thinking
- Business Research Methods
- Operations Management
- Quantitative Methods I
- Corporate Finance I
- Managerial & Financial Accounting
- Financial Management

## SOME ELECTIVE COURSES

- Business Ethics
- Business for Social Impact I and II
- Compliance
- Consumer Behavior
- Corporate Finance II
- Current Topics in Leadership
- Data Intelligence
- Econometrics
- Global Economics
- Innovation and Design Thinking
- International Entrepreneurship
- International Business Management
- International Marketing
- International Negotiations
- Judgment and Decision Making
- Platform Management
- Process Perspective Dynamics
- Projects in Multicultural Teams
- Qualitative Research in Marketing
- Sport Sponsorship
- Strategy and Innovation
- Valuation

# PARTNER SCHOOLS

COPPEAD has been a pioneer in the internationalization of management education in Brazil. The Full-Time MBA program has partnerships with 39 business schools in all continents, giving the student an opportunity for a truly international experience.



**+25** Business Schools

## WAYS TO ENGAGE



### Multicultural Programs

Dive into this 2-week immersive experience and work in a real problem facing by a company with colleagues from University of San Diego



### Exchange Program

Broaden your learning experience in a partner business school – without tuition fees



### Disciplines

Interact in a daily basis with international during the modules and Attend modules offered by visiting professors



I realized the best way to help people is to truly understand and empathize with them. The only way to do that in a globalized world is to actually get out into the environment you wish to be in and make an impact. COPPEAD offers that ability not just within the walls of the institution, but outside as well.

**Chistian Pierce**  
Alumnus

Several initiatives support the students in the process of returning to the job market, since the beginning of the program.

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## Career Development & Counseling

Special module designed to help students to reflect and plan their careers throughout the whole program

## Multicultural Projects

One-week Project where students from COPPEAD and University of San Diego work together addressing current and significant problems in partner companies





The Multicultural Project was an exciting experience. That was an opportunity to bring an outside perspective full of insights for our business.

**Érika Ribeiro**  
Group Marketing  
Manager L'Oréal

## MBA Internship

Opportunity in the second year of the program to work in special projects during 10 weeks and apply The acquired knowledge in real companies.

## Networking Week

Annual event where companies get to know the graduating students in special meetings at COPPEAD or their headquarters.

Develop a research project under supervisor of a COPPEAD professor and accomplish you Master Degree with great honor

## MARKET RELEVANCE

### Some Research Topics

- Consumer Behavior
- Digital Transformation
- Economics and
- Financial Markets
- Entrepreneurship
- Governmental Studies
- International Businesses
- Operations
- Strategy and Innovation
- Transparency and
- Sustainability



The Full-Time MBA is the heart and soul of COPPEAD.

Our very first executive program has been transforming since the 1970s high potential students into business leaders who drive the change we are looking for. It's a serious yet joyful mission to prepare such brilliant minds.

**Elaine Tavares**

Vice Dean Full-Time  
MBA Program



When you join COPPEAD, you become part of our Alumni Association with over 16,000 members across the globe.

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The network facilitates friendships and business connections, sitting at the heart of the COPPEAD experience

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More than being just a member, you become a “coppeadiano”, a fellow of this exclusive club full of opportunities.



**Online Platform for All Members**



**Online and Live Events**



**Invitation to Master classes**



**Mentoring Tools and Programs**



**Lifelong Learning**



The participation in COPPEAD helps me strengthen self confidence, which allowed me to break the ice really easy and make new friends faster and I believe that my experience here will give me a competitive advantage in the market.

**Ariane Verner**

Full Time MBA  
Exchange Student

IN A GLANCE

MAIN AREAS OF UNDERGRADUATION

- Business Administration
- Economics
- International Relations
- Law
- Social Communication
- Production Engineering



My research focused on corporate innovation strategies. I studied most how big companies are getting closer to startups in order to internalize innovations.

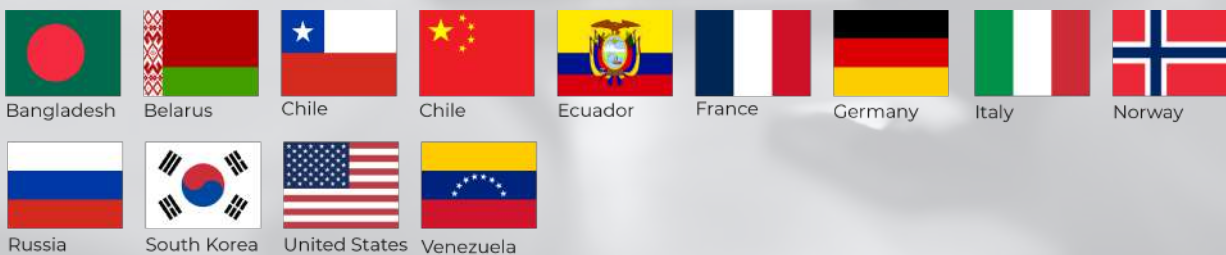
**Luciana de Carvalho**

Best Dissertation Thesis – Casa Firjan Contest

AVERAGE

- Around 20% of International Students
- Age: 31 years old
- Time of Professional Experience: 5 years

MAIN STUDENTS NATIONALITIES



## IN A GLANCE



Hold an undergraduate degree from a recognized university



Have strong academic background



Have proven professional experience



Take proficient tests ANPAD ( score  $\geq 400$ ) + TOEFL (score  $\geq 90$ ) OR GMAT ( score  $\geq 550$ )



Choose one of the main research line available on the website



Fill in the online application with all the required documents





## Important Links

 [Web Site Program](#)

 [Faq](#)

 [Program rules](#)

 [Online Application](#)

## ----- Contacts -----



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