COURSE DETAIL

BUSINESS MODEL STRATEGIES
Country Brazil
Host Institution Pontifical Catholic University of Rio de Janeiro
Program(s) Pontifical Catholic University of Rio de Janeiro
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title BUSINESS MODEL STRATEGIES
UCEAP Transcript Title BUS MODEL STRATGIES
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course evaluates different types of business models and their implications for company strategy. It uses case studies to compliment and illustrate the models presented.

Language(s) of Instruction
English

Host Institution Course Number
ADM 1982

Host Institution Course Title
BUSINESS MODELS STRATEGIES

Host Institution Course Details

Host Institution Campus
PUC-Rio

Host Institution Faculty

Host Institution Degree

Host Institution Department
Departamento de Administração

Course Last Reviewed

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