

# COURSE DETAIL

## BUSINESS MODELS

**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**

130

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS MODELS

**UCEAP Transcript Title**

BUSINESS MODELS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

This course addresses the definition of business models and the understanding on how to identify and build existing and innovative business models. The objectives of the course are for students to understand the fundamentals of business models, recognize the strategic importance of business models, identify and differentiate various types of business models, analyze hybrid business models, and examine the relationship between business models and industry lifecycles.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

ADM9971

### **Host Institution Course Title**

BUSINESS MODELS

### **Host Institution Course Details**

<https://www.puc-rio.br/ferramentas/ementas/ementa.aspx?cd=adm9971>

### **Host Institution Campus**

PUC-Rio

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business

### **Course Last Reviewed**

2025-2026

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