

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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