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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