



Double Degree Program (DDP) ...

Graduate Program in Administration

School of Applied Sciences
State University of Campinas - Brazil

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT

- KNOWLEDGE
- LEADERSHIP
- FINANCE

- AMERICA
- ASIA
- AFRICA

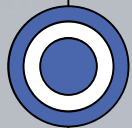
PROFESSOR

- Associate Professor of Information Technology and Entrepreneurship - **University of Campinas (UNICAMP)**, Brazil.
- Research Collaborator - **National Research University Higher School of Economics** - Russia and **North-West University**, South Africa.
- PhD and an MSc in Business Administration from the **São Paulo School of Business Administration of the Getulio Vargas Foundation (FGV-EAESP)**, Brazil.
- Coordinator of the Graduate Program in Administration at Unicamp - Master's and Doctorate.
- Experience as an entrepreneur in technology and food and as a consultant in large national and international companies in innovation and technology.
- Research interests: entrepreneurial ecosystem, sustainability, analytical intelligence.

Gustavo Salati Moraes



foto



PROFESSOR

- Electrical Engineer, Master's degree in Computer Science at Arizona State University, with Fulbright scholarship
- Doctoral degree at **São Paulo School of Business Administration of the Getulio Vargas Foundation (FGV-EAESP)** and post-doctoral degree in Business Administration
- MBA from Clemson University – **Asolo (TV)** campus
- Career in the Financial Services industry, as CEO of Carrefour Bank, Director at American Express and Citibank, Manager at Zurich Financial Services, and before at Itau Bank, Sul Americana de Engenharia, Philips and Graham Bell (Nigeria) Ltd.
- Research interests: International Marketing, Services, Quantitative methods Applied to Business, AI and Marketing



unimc



UNICAMP



Eric David Cohen

DOUBLE DEGREE PROGRAM (DDP)

MASTER'S PROGRAM IN ADMINISTRATION (UNICAMP)

AND

INTERNATIONAL RELATIONS (UNIMC)
FINANCE AND MARKETS (UNIMC)

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT



INTERNATIONAL ACADEMIC AGREEMENT FOR THE CREATION OF DUAL DEGREE MASTER'S PROGRAM IN ADMINISTRATION (UNICAMP) AND INTERNATIONAL RELATIONS (UNIMC, ACADEMIC PATH A) AND IN ADMINISTRATION (UNICAMP) AND FINANCE AND MARKETS (UNIMC, ACADEMIC PATH B)

BETWEEN

UNIVERSITY OF CAMPINAS (UNICAMP), address: Cidade Universitária Zefirino Vaz, Barão Geraldo, CEP 13063-970, Campinas – São Paulo (Brazil), represented in this act by the Pro-Dean of Graduate Studies, prof. Rachel Meneguello, and the Graduate Program in Administration of the School of Applied Sciences of UNICAMP, represented by its Coordinator, prof. Gustavo Herminio Salati Marcondes de Moraes

and,

THE UNIVERSITY OF MACERATA (Unimc), address: Via Giovanni Mario Crescimbeni, 30/32, 62100, Macerata/MC, (Italy), represented by the Rector, prof. John Mc Court, and the Graduate Program in International Relations (code LM-52) of the Department of Political Science, Communication and International Relations, represented by its Coordinator, prof. Ernesto Tavolletti and the Graduate Program in Finance and Markets (code LM-16) of the Department of Economics and Law, represented by its Coordinator, prof. Luca Barchiesi.

Henceforth, they may also be designated individually as a Party or collectively as Parties.

Whereas the Parties recognize the importance of establishing study and research opportunities abroad for their Master's students to promote the development of intercultural competence; to give students the experience of working in multinational investigation teams, and provide valuable exposure to multiple disciplinary and research perspectives;

Whereas the Parties wish to establish procedures and rules that will govern the Master's Program

LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE



unimc



UNICAMP

Value Comparison: Euro (EUR) vs. Brazilian Real (BRL)

Euro (EUR):

Exchange Rate (approx.): €1 ≈ 5.3 BRL (as of 2024).

Brazilian Real (BRL):

Exchange Rate (approx.): R\$1 ≈ 0.19 EUR.

Example:

The prices for meals at the Unicamp University Restaurant (RU) are as follows:

- R\$2.00 for breakfast (0.37 EUR)
- R\$3.00 for lunch and dinner (US\$ 0.57)

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT

- KNOWLEDGE
- LEADERSHIP
- FINANCE

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA



unimc



UNICAMP

SCHOOL OF APPLIED SCIENCES



- INFRAS
- DEMAN
- INTERN
- TALENT



unimc



UNICAMP

SCHOOL OF APPLIED SCIENCES

- ❑ +100 Professors (4.7% UNICAMP)
 - ❑ 55 Administrative and technical employees
 - ❑ +2600 Undergraduate Students
 - ❑ +300 Masters Students
 - ❑ +80 PhD students
- (~8% UNICAMP)
- ❑ 6 Undergraduate Course: Administration, Public Administration, Manufacturing Engineering, Production Engineering, Nutrition and Sports Sciences.
- (15% UNICAMP)
- ❑ 4 Graduate programs: Administration, Nutrition and Sports Sciences, Production and Manufacturing Engineering, and Humanities and Applied Social Sciences.

- INFRASTRU
- DEMAND
- INTERMEDIARIES
- TALENT



- KNOWLEDGE
- LEADERSHIP
- FINANCE

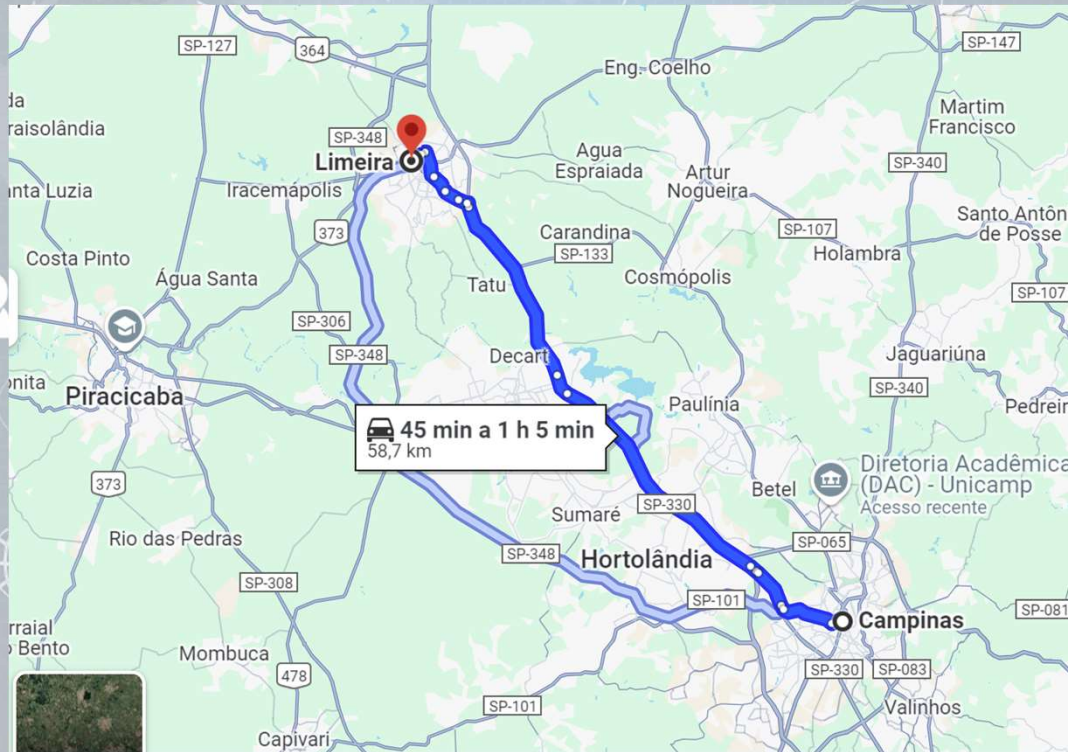


unimc



UNICAMP

STATE UNIVERSITY OF CAMPINAS



- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT



unimc



UNICAMP

STATE UNIVERSITY OF CAMPINAS



WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT

- KNOWLEDGE
- LEADERSHIP
- FINANCE

<https://youtu.be/05TWvli1WNU?si=eZeENK0OgDRjp17B>



unimc



UNICAMP

UNICAMP

Criteria	UNICAMP
Times Higher Education (THE) Ranking (2024)	401-500 range
QS World University Ranking (2024)	208th place
Number of Students	Approximately 34,000
Number of Professors	Approximately 2,000
Date of Foundation	1966



unimc



UNICAMP

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT

LOADING
- KNOWLEDGE
- LEADERSHIP
- FINANCE

GRADUATE PROGRAM IN ADMINISTRATION

MASTER'S AND DOCTORATE DEGREE IN ADMINISTRATION



LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE

WORLD
- EUROPE
- AMERICA

- INFRASTRUCTURE
AND
MEDIARIES



AREA OF CONCENTRATION: MANAGEMENT AND SUSTAINABILITY

RESEARCH LINE – MANAGEMENT AND STRATEGY

- Assessment and performance indicators and the impact of organizational strategy.
- Strategic human resources management.
- Finance, controllership, and financial market.
- Strategic and tactical marketing.
- Supply chain strategy and management.
- Project, risk, and operations management.
- Strategic environment and future vision.
- Organizational culture.
- International trade
- Business ecosystems, innovation ecosystems, and organizational networks.
- Dynamic capabilities.
- Global value chains and internationalization of companies.



unimc



UNICAMP

RESEARCH LINE MANAGEMENT AND STRATEGY PROFESSORS



- ❑ Angela Christina Lucas - strategic human resources management
- ❑ Antonio Carlos Pacagnella Júnior – project management
- ❑ Christiano França da Cunha - marketing
- ❑ Eric David Cohen – marketing, information technology
- ❑ Daniel Henrique Dario Capitani – risk management, agribusiness
- ❑ Johan Hendrik Poker Junior – corporate finance



unimc



UNICAMP

RESEARCH LINE MANAGEMENT AND STRATEGY PROFESSORS



- Luiz Eduardo Gaio - corporate finance
- Márcio Marcelo Belli - value-relevance, valuation
- Marco Antonio Figueiredo Milani Filho - controllership, corporate sustainability
- Otavio Gomes Cabello - financial administration and public accounting
- Paulo Hayashi Junior - organizational culture, leadership
- Paulo Sérgio de Arruda Ignácio - supply chain management



UNIMC



UNICAMP

AREA OF CONCENTRATION: MANAGEMENT AND SUSTAINABILITY

RESEARCH LINE – ENTREPRENEURSHIP AND SUSTAINABILITY

- Management of knowledge-intensive entrepreneurship.
- Academic and student entrepreneurship.
- Corporate entrepreneurship and intrapreneurship.
- Entrepreneurship ecosystems and digital ecosystems.
- Entrepreneurial behavior and entrepreneurial intention.
- Startups and digital businesses.
- Businesses with social and environmental impact.
- Smart cities and sustainable urban management.
- Sustainable entrepreneurship (green entrepreneurship).
- Innovation management.
- Sustainable management.
- Planning and sustainable development.

- EUROPE
- AMERICA
- ASIA
- AFRICA

LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE

- INFRASTRUCTURE
AND
MEDIARIES



unimc UNICAMP

RESEARCH LINE ENTREPRENEURSHIP AND SUSTAINABILITY PROFESSORS



- ❑ Adriana Bin - research and innovation policy and management
- ❑ André Luiz Sica de Campos - university-business relationship
- ❑ Betania S. Carneiro Campello - quantitative methods for decision support
- ❑ Bruno Brandão Fischer - ecosystems of entrepreneurship and innovation
- ❑ Cristiano Morini - international trade
- ❑ Edmundo Inácio Júnior - entrepreneurship, multivariate statistics
- ❑ Gustavo H. Salati M. Moraes - entrepreneurial ecosystem, analytical intelligence



UNIMC UNICAMP



RESEARCH LINE

ENTREPRENEURSHIP AND SUSTAINABILITY

PROFESSORS



- ❑ Ieda Kanashiro Makiya - sustainable business, smart cities
- ❑ Muriel de Oliveira Gavira - sustainable management
- ❑ Renato de Castro Garcia - research and innovation policy and management
- ❑ Rosley Anholon - sustainability, corporate social responsibility
- ❑ Ruy de Quadros Carvalho - strategic management of technological innovation
- ❑ Sergio Luiz Monteiro Salles-Filho - planning and management of STI



UNIMC



UNICAMP

COURSES

RESEARCH LINE – MANAGEMENT AND STRATEGY

- Theory of Organizations (12 ECTs).
- Research Methods Applied to Administration (12 ECTs).
- Research Seminars I (12 ECTs).
- Corporate Finance (12 ECTs).
- Strategic People Management (12 ECTs).
- Fundamentals of Strategy (12 ECTs).
- Controllership and Management (12 ECTs).
- Marketing (12 ECTs).
- Business Performance (12 ECTs).
- Value Chain (12 ECTs).
- Strategic Project Management (12 ECTs).
- Professor Training Internship (12 ECTs).

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE



UNIMC UNICAMP



COURSES

RESEARCH LINE – ENTREPRENEURSHIP AND SUSTAINABILITY

- Entrepreneurship and Socioeconomic Development (12 ECTS).
- Entrepreneurship, Technology and Society (12 ECTS).
- Sustainable Business Models (12 ECTS).
- Strategic Management of Innovation in Companies (12 ECTS).
- Policy and Management Instruments: Foresight, Prioritization and Decision Support (12 ECTS).
- Emerging Topics in Sustainability (12 ECTS).
- Special Topics in Administration (12 ECTS).
- Sustainable Operations Management (12 ECTS).
- Advanced Topics in Entrepreneurship (12 ECTS).



unimc



UNICAMP

DOUBLE DEGREE PROGRAM (DDP)

MASTER'S PROGRAM IN ADMINISTRATION (UNICAMP)

AND

INTERNATIONAL RELATIONS (UNIMC)
FINANCE AND MARKETS (UNIMC)

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT



INTERNATIONAL ACADEMIC AGREEMENT FOR THE CREATION OF DUAL DEGREE MASTER'S PROGRAM IN ADMINISTRATION (UNICAMP) AND INTERNATIONAL RELATIONS (UNIMC, ACADEMIC PATH A) AND IN ADMINISTRATION (UNICAMP) AND FINANCE AND MARKETS (UNIMC, ACADEMIC PATH B)

BETWEEN

UNIVERSITY OF CAMPINAS (UNICAMP), address: Cidade Universitária Zefirino Vaz, Barão Geraldo, CEP 13063-970, Campinas – São Paulo (Brazil), represented in this act by the Pro-Dean of Graduate Studies, prof. Rachel Meneguello, and the Graduate Program in Administration of the School of Applied Sciences of UNICAMP, represented by its Coordinator, prof. Gustavo Herminio Salati Marcondes de Moraes

and,

THE UNIVERSITY OF MACERATA (Unimc), address: Via Giovanni Mario Crescimbeni, 30/32, 62100, Macerata/MC, (Italy), represented by the Rector, prof. John Mc Court, and the Graduate Program in International Relations (code LM-52) of the Department of Political Science, Communication and International Relations, represented by its Coordinator, prof. Ernesto Tavolletti and the Graduate Program in Finance and Markets (code LM-16) of the Department of Economics and Law, represented by its Coordinator, prof. Luca Barchiesi.

Henceforth, they may also be designated individually as a Party or collectively as Parties.

Whereas the Parties recognize the importance of establishing study and research opportunities abroad for their Master's students to promote the development of intercultural competence; to give students the experience of working in multinational investigation teams, and provide valuable exposure to multiple disciplinary and research perspectives;

Whereas the Parties wish to establish procedures and rules that will govern the Master's Program

LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE



unimc



UNICAMP

DUAL DEGREE MASTER'S PROGRAM

The Student will conduct research and study activities at both Universities according to the schedule agreed upon by both Universities.

The Student's period at each University may vary depending on what is established in the Agreement. The total period of stay in one of the two countries must **not be less than 6 (six) months and not more than 1 (one) year**, and the total of ECTs must **not be less than 32 for six months and 60 for one year**.



unimc



UNICAMP

- KNOWLEDGE
- LEADERSHIP
- FINANCE

DUAL DEGREE MASTER'S PROGRAM

The Parties agree that credits successfully earned by participating students at the universities during their studies will be fully transferable following the individual curriculum approved by each university's program supervisor (the coordinator of the present DDP program on each side) before starting academic mobility.



DUAL DEGREE MASTER'S PROGRAM

A student's Master thesis is supervised by 2 (two) supervisors, with 1 (one) supervisor from each University.

Students must write the final thesis in English.

The Examining Committee of the defense, designated by the partner institutions, will be composed of at least four members, among which will be the two supervisors of the dissertation.

WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

LOADING...

- KNOWLEDGE
- LEADERSHIP
- FINANCE



UNIMC



UNICAMP

Thank you!

Gustavo Salati Moraes
salati@unicamp.br

Eric David Cohen
ecohen@unicamp.br

- INFRASTRUCTURE
- DEMAND
- INTERMEDIARIES
- TALENT



- KNOWLEDGE
- LEADERSHIP
- FINANCE

- WORLD
- EUROPE
- AMERICA
- ASIA
- AFRICA

LOADING...

