



PONTIFICAL CATHOLIC UNIVERSITY OF RIO GRANDE DO SUL
Business School
Graduate Program in Administration
Regular Call 02/2025
Selection for admission to Master's and Doctoral programs in 2025/2

1. The Coordination of the Graduate Program in Administration (PPGAd) of the Business School of the Pontifical Catholic University of Rio Grande do Sul (PUCRS) hereby publishes the rules for the 02/2025 Selection Process, for admission in the second academic semester of 2025, at the Master's and Doctorate levels, in accordance with the requirements of the Program's Regulations and the University's Statutes and General Regulations.
2. The program, concept 5 at the Coordination of Superior Level Staff Improvement (CAPES), has a concentration area called Strategic Management.

The Program has the following lines of research, with their respective topics of interest: (1) Market, Behavior and Innovation (MCI): strategies, markets and competitiveness; decision-making, consumer behavior and consumer experiences; behavioral economics; retail, tourism and services; sustainable and collaborative consumption; technology, innovation and consumption, new product development and market dynamics; (2) Strategy, Organizations and Society (EOS): corporate sustainability; innovation and entrepreneurship; technology, projects and knowledge; government and society.

Information on the area of concentration, lines of research and accredited professors can be obtained via the following link (<https://portal.pucrs.br/en/ensino/mestrado-e-doutorado/administracao/>).

3. Eligibility

All holders of undergraduate diplomas, duly recognized by the Ministry of Education (MEC) or by the competent body of the country of origin, as well as undergraduate graduates, may take part in the Master's Selection Process, provided that they can prove the conclusion of said course, on a date prior to enrollment in the Master's Degree. Likewise, all holders of Bachelor's and Master's degrees duly recognized and recommended by MEC/CAPES or by the competent body in their country of origin, as well as Master's degree graduates, may take part in the Doctorate Selection Process, provided that they can prove that they completed the course before enrolling in the Doctorate.

4. Places for candidates

This selection aims to fill up to 10 (ten) vacancies at Master's level and up to 06 (six) vacancies at Doctorate level. If the number of vacancies for entrants at either level is not completely filled, the remaining vacancies may be reallocated to entrants at the other level, in accordance with this notice.

In addition to the 10 (ten) places offered at Master's level, 01 (one) place will be offered to self-declared black, brown or indigenous candidates. Likewise, in addition to the 06 (six) offered at Doctorate level, 01 (one) place will be offered to self-declared black, brown or

indigenous candidates. If there are no self-declared black, brown or indigenous candidates who meet the selection requirements, the places offered to these candidates may be filled by other candidates who are not self-declared black, brown or indigenous.

In addition to the 10 (ten) places offered at Master's level, 01 (one) place will be offered to foreign candidates. Likewise, in addition to the 06 (six) offered at Doctorate level, 01 (one) place will be offered to foreign candidates. If there are no foreign candidates who meet the selection requirements, the places offered to these candidates may be filled by other non-foreign candidates.

5. Registration

Registration will be carried out exclusively via the Internet, using the following link: <https://webapp.pucrs.br/inscricao-stricto/#/login> from April 28th to June 30th, 2025.

After completing the online registration form, the candidate must pay the registration fee of R\$ 100.00.

6. Documents

When registering online, the documents specified below must be uploaded:

- 6.1 Identity card or, in the case of a foreigner, passport or National Foreigner Registration (RNE) or identification document showing place of birth;
- 6.2 Individual Taxpayer Registration (CPF) (only for Brazilians);
- 6.3 Lattes/CNPq CV (<http://lattes.cnpq.br>). For Brazilians, only the Lattes/CNPq model CV will be accepted. If foreign candidate, Curriculum Vitae;
- 6.4 Bachelor's and/or Master's degree diploma (the latter only for PhD candidates who already have a Master's degree) or proof of the Bachelor's or Master's degree completion by the date of enrollment;

Note: Candidates who only present the official declaration of completion of their Bachelor's or Master's degree, issued by their university of origin, if selected, will have to present a copy of their Bachelor's or Master's degree diploma at their first registration. If the candidate does not submit this documentation at registration, s/he will lose the place.

- 6.5 Copy of the academic transcript of the Bachelor's and/or Master's degree (the latter only for PhD candidates who already have a Master's degree);
- 6.6 Candidates with disabilities or special educational needs who require specific assistance or adapted material must attach a recent report (maximum 12 months) to the documentation, issued and signed by a specialist accredited by the Regional Medical Council (CRM). The document must specify the nature, type and degree of disability, as well as the conditions recommended for carrying out the assessment activities provided for in this Notice.

- 6.7 For PhD candidates only, a thesis pre-project of up to five pages. The pre-project must outline the topic and research problem, objectives and proposed methodological approach.

7. The Selection Process

7.1 The Selection Committee

The selection committee will be made up of accredited professors appointed by the Coordinating Committee of the Postgraduate Program in Administration.

7.2 Stages of the Selection Process

The selection process has two stages: (1) document analysis and (2) selection interview, both of which are qualifying (not eliminatory). The selection interviews will be held in person or by videoconference, on a date and time subsequently scheduled with the candidate.

7.3 Selection Criteria

For the Master's degree, the selection criteria are as follows:

- (1) CV analysis (weight 2)
- (2) Performance in the selection interview (weight 8)

For the Doctorate, the selection criteria are as follows:

- (1) CV analysis (weight 3)
- (2) Analysis of the pre-project (weight 2)
- (2) Performance in the selection interview (weight 5)

7.4 Final ranking

The classification of candidates will be based on the calculation of the scores in the selection criteria and their respective weights, as per item 7.3.

In the event of a tie between two or more candidates, the criterion of the score in the selection interview will be used, and the candidate with the highest score will be selected.

The results will be published in rank order.

7.5 Results of the Selection Process

The list of selected candidates and the list of alternates will be published by July 17th, 2025 on the PPGAd website (<https://portal.pucrs.br/en/ensino/mestrado-e-doutorado/administracao/>).

8. The timetable

Activity	Date
Publication of Notice 02/2025	April 28 th , 2025

Registration period	From April 28 th to June 30 th , 2025
Delivery of the documents requested in item 6.	June 30 th , 2025
Selection interview	From July 07 th to 11 th , 2025
Publication of the results of the Selection Process	July 17 th , 2025

9. General Provisions

- 9.1 The candidate's registration implies acceptance of the rules for this Selection Process contained in this Notice.
- 9.2 The deadline for appealing the final results of the Graduate Program in Administration will be one (1) working days from the date of publication. Any appeals should be sent to ppgad@pucrs.br and will be analyzed and judged by the Program's Coordinating Committee.
- 9.3 The documents of not selected candidates and selected candidates who fail to enroll in the program will be deleted from the system after the enrollment period.
- 9.4 Any cases not covered by this Notice will be resolved by the Coordinating Committee of the Postgraduate Program in Administration at PUCRS.

Porto Alegre, April 28, 2025.



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