

Brazil – Universidade Positivo (UP)

Established in 1988, the Universidade Positivo (UP) is a private university of the State of Paraná, Brazil. The campus is located in the Campo Comprido district of Curitiba.

Student numbers

More than 100 thousand students	20-100 thousand students	1-20 thousand students	No data
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Core Funding

Private  Public

Qualifications offered

Vocational qualification (ISCED 3-4)	Master's degree or equivalent (ISCED 7)
Associate degree or equivalent (ISCED 5)	Doctoral degree or equivalent (ISCED 8)
Undergraduate degree or equivalent (ISCED 6)	Informal recognition (e.g. badges)
No formal/non-formal credits or qualifications / independent study	Other

Subjects offered

Generic programmes and qualifications	Information and communication technologies
Education	Engineering
Arts and humanities	Agriculture & veterinary
Social sciences, journalism and information	Health and welfare
Business, administration and law	Security, transport, hygiene and public health services
Natural sciences, mathematics and statistics	Other

Business Model

Outreach model

Defender-related characteristics *versus* Prospector-related characteristics

	Profitability / sustainability
Networks	
Competitive advantage	
	Value chain
	Communication channels
	Target group
Products / services	

Business Model: Additional Information

The business model focuses on using digital technologies to reach new markets via new or innovative channels using the same or similar products and services as in the past.

Organisation of learning provision

Primarily campus provision	Primarily distance learning provision (correspondence)	Primarily online provision
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Technology-enhanced learning elements

Massive Open Online Course (MOOC)	Virtual Learning Environment (VLE)
Open Educational Resources (OER)	Wikis
Digital Badging	Videoconference
Learning Analytics	Teleconference
Artificial Intelligence	Learning Management System (LMS)
E-Portfolios	Mobile Learning
Blogging and micro-blogging	Bring Your Own Device (BYOD)
Social Media	Online Assessment
Other: flipped classrooms and active methodologies like peer instruction and TBL	

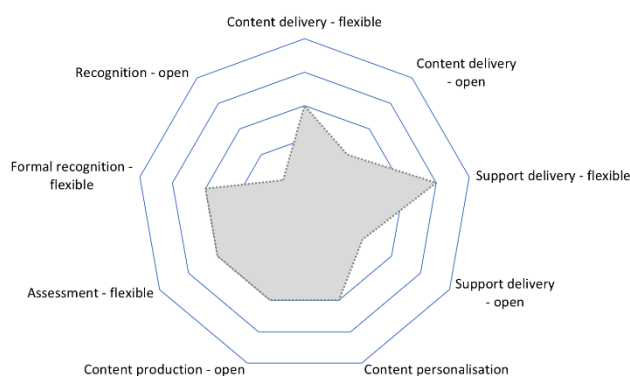
TEL Strategy

Universidade Positivo has an academic strategic plan to become a hybrid university in 2022. In preparation, they have been implementing blended learning in all face-to-face programmes.

OOFAT Model

Interpretation: The closer the line moves towards the centre, the more fixed and institution-specific the approach taken by the institution. The further from the centre, the more flexible and open the approach.

OOFAT for organisational flexibility



OOFAT Model: Additional Information

Content

Content personalisation depends on the subject. UP provide more personalized contents for numerical subjects. They have both internal academic staff and external providers. Academic staff manage the quality assurance process for both. Provision is made for collaboration for content creation with academic staff, MOOCs and YouTube videos, TED etc.

Delivery

UP provide a flexible way of learning. However, in Brazil regulation do not allow differences in time. UP has been provided very little open access yet. UP uses using flipped classroom with LMS support. Academic staff and teaching assistants provide learning support.

Recognition

UP has in class or LMS performance assessment which provides about 60% of all assessment grade. Peer support provides dynamic evaluation among students. There is also a final F2F exams evaluations which account for 45% of students' final grade in combination with an assessment of class performance..