



ser
educacional

institutional profile





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Institutional profile

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OUR HISTORY

OUR COMMITMENT TO THE FUTURE

The embryo of the Ser Educacional Group emerged in 1993, when the Bureau Jurídico was created with the goal of preparing candidates for Civil Service Examinations. Since 2003, the Group has steadily and sustainably grown.

Ser Educacional Group operates respected learning institutions aligned with the concepts and ideals that guide our evolutionary initiatives. Our dynamic structure, and manner of finding futuristic solutions for situations and problems that often escape early notice, have provided us with a unique set of values and goals. The Group and its Institutions possess, above all, a commitment to human beings that extends to personal and professional fulfillment. Our dedication to employability and entrepreneurship is the result of understanding our role in shaping the individual, focused on personal growth in the most ample manner.



Janguê Diniz - Founder, and Major Shareholder

Board of Directors

Jânyo Diniz
Flávio Luz
Francisco Barreto
Herbert Steinberg
Jonaldo Diniz

ENTREPRENEURSHIP

TRANSLATED IN NUMBERS

The Ser Educacional Group has enrolled over 80 thousand students since its first classes were offered. Currently, we have more than 50 thousand students assisted by more than 4 thousand faculty and staff members on 15 campuses, located in 14 cities throughout 10 states. In order to accomplish so much in a relatively brief period of time, a first rate team able to incorporate our educational objectives, ideals, and values was crucial.

MULTI-CAMPUS PRESENCE

Ser Educacional Group is the largest of its kind in Northeastern Brazil, and one of the largest in the Country.

UNINASSAU

Maurício de Nassau University Center
Recife - PE

Maurício de Nassau College Campus

Aracaju - SE
Belém - PA
Campina Grande - PB
Caruaru - PE
Fortaleza - CE
João Pessoa -PB
Lauro de Freitas - BA
Maceió - AL
Manaus - AM
Natal - RN
Salvador - BA
São Luís - MA

Joaquim Nabuco College Campus

Paulista - PE
Recife - PE

Maurício de Nassau Business School

Campina Grande - PB
João Pessoa - PB
Maceió - AL
Natal - RN
Recife - PE
Salvador - BA

BJ - College and Course

Recife - PE

BJ - Bureau Jurídico

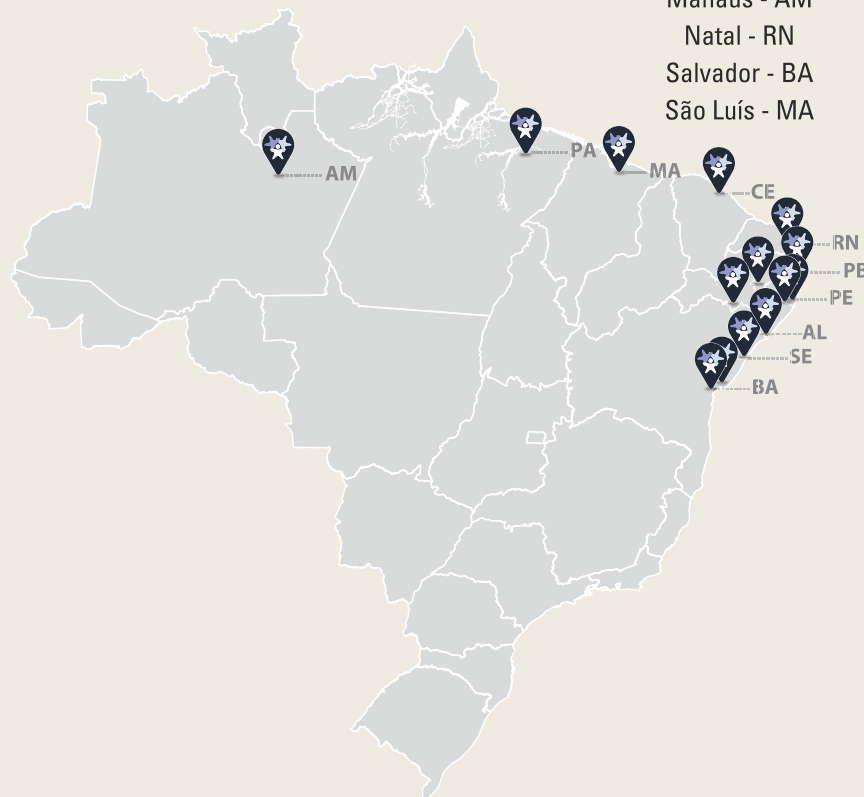
Recife - PE

Maurício de Nassau Technical School

Caruaru - PE
João Pessoa - PB
Recife - PE

Joaquim Nabuco Technical School

Paulista - PE
Recife - PE



OUR MODEL

FOR A NEW SOCIETY

In 2009, the Ser Educacional Group refined its Mission, Vision, and Performance Model, in order to reflect a more modern form of interacting with the world. A combination of Vision, Mission, and a Systemic Model provides it with conditions for security, continuation, and reputation in order to be able to execute its strategy of producing sustainable results for the benefit of the Group, together with a strategic community of shareholders who have a vested interest in our efforts and goals. This interdependent relationship involves economic, environmental, and social factors. A shared Vision aligns the Group's outlook concerning our world, our society, its organization, manner of existing, and performance of its functions; while the Mission helps identify what is being constructed with shareholders, and how it will reach fruition. A company creates value when its worth is truly recognized by all those involved. Ser Educacional Group strives to improve understanding and knowledge, refine its skills, and perform its essential mission of educating society while promoting awareness.

OUR MISSION

COMMITMENT TO ENTREPRENEURSHIP AND EMPLOYABILITY

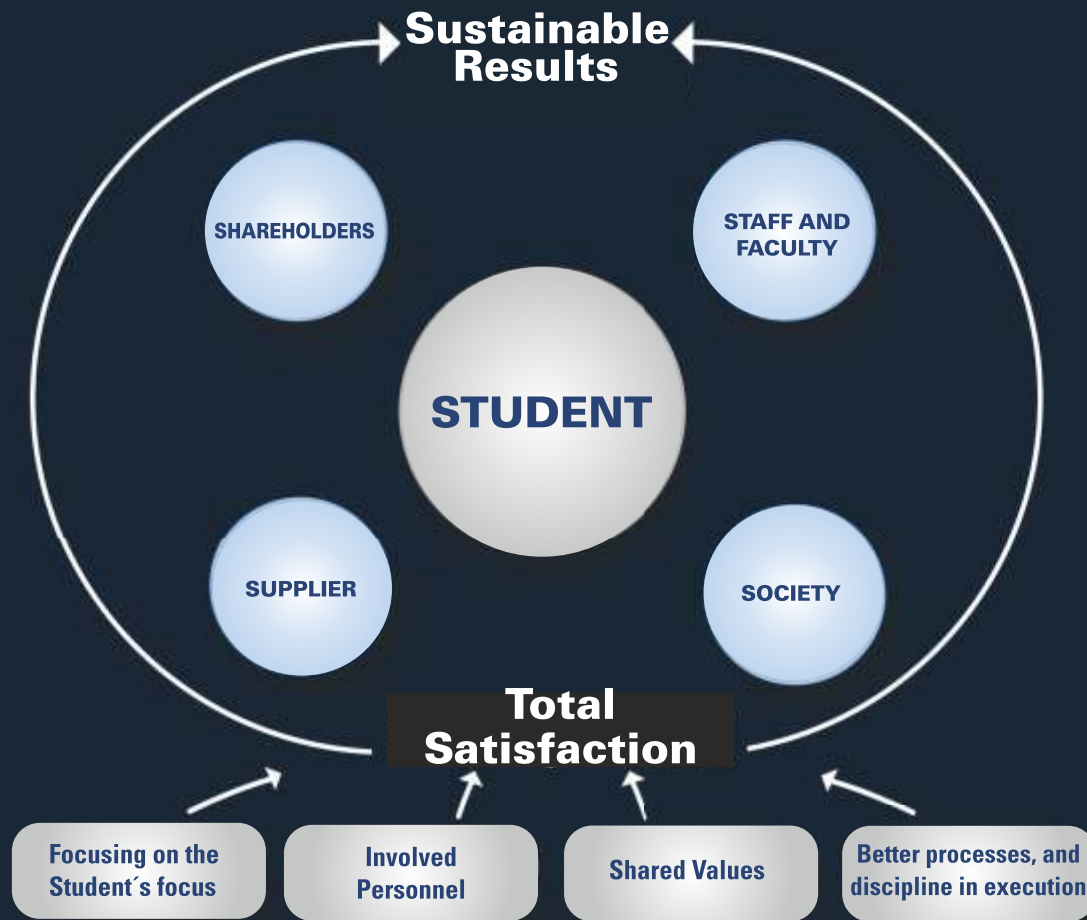
Our ambition is to become increasingly recognized and respected as an Educational Group searching for ways to offer better conditions for employability, while disseminating the culture of innovation in concert with entrepreneurship. To succeed in our mission, we know we must socialize knowledge and understanding by educating and training competent, well rounded human beings who are citizens of the world. Our task requires sustainable results, while seeking the satisfaction of people and organizations which, together with us, contribute to the evolution of society.

OUR VISION

AN EDUCATIONAL GROUP DESIGNED FOR A NEW SOCIETY

Human Society in evolution, increasingly well informed and aware, needs to be able to integrate human beings with the academic world and the market. We, as an institution, and as individuals, are agents of that evolution. Our intention is to remain at the cutting edge, a leader in academic performance, with teams motivated and committed to the satisfaction of our students, collaborators, employees, and the community.

OUR VALUES



VALUES

The Ser Educacional Group knows that being able to attract, retain and satisfy the expectations and needs of its shareholders is the best way to achieve greater results and relevance. Our values and strategic differentials are found in the creativity used to develop courses that generate authentic opportunities for entrepreneurship and employability, through the association of concepts involving globalization, with the rescue and preservation of national cultural heritage, together with commitment and respect for the similarities and differences among people, cultures and ideas. Being able to integrate these values into real world practice is what differentiates us in the market, while helping to advance personal and professional evolution.

STRATEGY

AND COMPETITIVENESS

The inspiration behind the Ser Educacional Group impels it to assemble and maintain the best active educational institutions in the country, and to be the greatest educational group in the North and Northeast of Brazil. Continued growth and expansion is assured by its DNA and attributes, including; leadership and ability to decide, innovate and reinvent; competence to articulate and mobilize knowledge, experiences, skills and attitudes; the boldness to undertake, construct, and generate wealth with consciousness and responsibility; all combined with the soundness of a firm and established group. These qualities and characteristics, fueled by professional management and Corporate Governance, encompass our vision, our mission, our values and our Systemic Model, ensuring the security, permanence, and recognition of our Group.

CORPORATIVE GOVERNANCE

The practical activities of the Ser Educacional Group integrate the Corporate Governance model, the effectiveness of this structure and process being fundamental to the achievement of its objectives in a responsible and sustainable manner. The goal is to ensure that the Group operates with the utmost integrity and transparency, while maintaining the highest ethical standards. In the Group's view, rigor in the application of this set of measures confers significant competitive advantages.



SOCIAL RESPONSIBILITY

TAKEN SERIOUSLY

SOCIAL

RESPONSIBILITY

Putting Social Responsibility into practice on a daily basis is a founding principle for Ser Educacional Group. In 2010, the Group assembled a specialized structure to develop and incubate social projects in a spontaneous and inductive manner, the SER EDUCACIONAL INSTITUTE. It inherited several of the activities that had been ongoing at the MAURÍCIO DE NASSAU RESEARCH INSTITUTE, today dedicated solely to educational, scientific, political, economic and social research. The Ser Educacional Institute has accumulated more than 10 thousand cases of social assistance, while developing activities involving the environment, social inclusion, citizenship, and issues stemming from violence. Cultural and sporting activities, implemented by students and teachers, nourish the training of individuals attentive to reality, willing to improve and enhance it by putting their actions into practice, both inside and outside the university environment.



GROWTH

THE GOAL OF THE SER EDUCACIONAL GROUP IS TO GROW WITH SUSTAINABILITY, WHILE KEEPING ITS VALUES AND MARKET POSITION





INFRASTRUCTURE

AND SERVICES

MORE THAN 200 THOUSAND M2 OF BUILDING AREA



Recife - PE

The Group boasts an infrastructure planned for the development of academic and administrative activities, well adapted to university life and services. Ser Educacional Group is attentive to changes in the contemporary world, and to technological advances, investing considerably in resources to offer students, faculty and staff the best and most stimulating university experience possible. The facilities are a national reference; modern structures with technical resources, air-conditioned classrooms, wireless networks, laboratories, studios, workshops, libraries, clinics, cultural spaces, bookstores, auditoriums, sports gymnasiums, aquatic facilities, refectories, and accessibility for those with special needs.



Fortaleza - CE



Campina Grande - PB



João Pessoa - PB



Maceió - AL



Natal - RN



Salvador - BA

COURSES

AND FIELDS OF KNOWLEDGE



MORE THAN 200 COURSES

FOCUSED ON THE JOB MARKET

Attentive to the needs of the labor market in its coverage area, the Group favors formation at various levels in order to meet the growing demand for capable professionals. More than 200 courses are offered, supported by two pillars: one is based on the renovation and evolution imposed by technological advances in modern society; another is centered on creating real world possibilities for employability and entrepreneurship. The courses cover major areas of knowledge; The Exact Sciences, Earth Sciences, Biological Science, Engineering, Agriculture, Health, Social, Humanities, Language, Literature and Arts.



UNDERGRADUATE COURSES

EXACT AND EARTH SCIENCES

Geology
Computer Science
Information Systems

AGRICULTURAL SCIENCES

Agronomy
Veterinary Medicine

ENGINEERING

Environmental Engineering
Civil Engineering
Computer Engineering
Foods Engineering
Control and Automation Engineering
Petroleum Engineering
Production Engineering
Telecommunications Engineering
Electrical engineering
Electronic Engineering
Mechanical Engineering
Naval Engineering
Chemical Engineering

LANGUAGE, ARTS AND LETTERS

Letters - English
Letters - Portuguese
Music

APPLIED SOCIAL AND APPLIED SCIENCES

Administration
Architecture and Urbanism
Accounting
Law
Journalism
Education
Advertising and Publicity
Public Relations
Social Service
Tourism

BIOLOGICAL SCIENCES

Biological Sciences

HEALTH SCIENCES

Biomedicine
Physical Education
Nursing
Pharmacy
Physiotherapy
Medicine
Nutrition
Dentistry
Psychology



GRADUATE TECHNOLOGY

PRODUCTION AND DESIGN

Graphic Design
Fashion Design
Interior Design
Photography
Audiovisual Production

INFRASTRUCTURE

Building Construction
Professional Aircraft Pilot

INDUSTRIAL PRODUCTION

Oil and Gas

SAFETY

Public Safety
Workplace Safety

HOSPITALITY AND LEISURE

Gastronomy and Cuisine
Events

MANAGEMENT AND BUSINESS

Commercial Management
Quality Management
Human Resource Management
Financial Management
Port Management
Logistics
Marketing
Real Estate Business

ENVIRONMENT AND HEALTH

Aesthetics and Cosmetics
Radiology

INFORMATION AND COMMUNICATION

Analysis and Systems Development
Digital Games
Computer Networks
Internet Systems

TECHNICAL COURSES

HUMANITIES AND SOCIAL

Librarianship
Book Translator and Interpreter

BUSINESS

Administration
Commerce
Accounting
Logistics
Human Resources
Secretariat
Real Estate Transactions

HOSPITALITY AND LEISURE

Kitchen Technician
Bar and Restaurant Technician

HEALTH

Community Health Agent
Nursing
Environment
Work safety

INFORMATION TECHNOLOGY

Software Development
Internet Information Technology
Computer Networks



POST GRADUATE (*lato sensu*)

COMMUNICATIONS

Marketing and Advertising
Strategic Marketing
Photography
Digital TV

ENGINEERING

Workplace Safety Engineering

HUMANITIES AND SOCIAL

Business Communication
Criminal Sciences
Sustainable Development and Environmental law
Environmental Law and Urbanism
Law and Traffic Management
Election Law
Real Estate Law
Port and Maritime Law
Substantive, and Procedural Labor Law
Procedural Law
Tax Law
Teaching in Higher Education
Special Education
Early Childhood Education
Educational Management
Entrepreneurial Pedagogy
School Psychology

INFORMATION TECHNOLOGY

Linux Network Administration
Microsoft Network Administration
Database
Management in Information Technology

HEALTH

Health System Auditing
Workplace Nursing
Intensive Care Nursing
Environmental Management
Quality of Health Management
Health Management
Hospital Management
Quality and Safety of Foods
Public Health with emphasis in Family Health Care
Manual and Postural Therapy

BUSINESS

Auditing and Control
Banking
Executive in Business Logistics
Innovation Management
Agribusiness Management
Sports Management
People Management
Retail Management of Products and Services
Business Management
Management of Electronics Businesses
Strategic Marketing Management
Strategic Management of Human Resources
Financial Management of Business Enterprises
Hotel, Hospitality, and Tourism Event Management
Port Management
Community Management
Public and Corporate Security
Public Society within Organizations
Sustainability and Entrepreneurship



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