

A large, vibrant purple starburst or explosion graphic centered on a white background. The starburst has multiple points and a dense, textured appearance with many small purple specks radiating from the center.

ănima  
EDUCAÇÃO



# OUR ESSENCE



At Ânima, we believe  
that, in the future,  
education can and should  
happen everywhere.



The magic of education  
fascinates us, and  
**we believe that  
only this magic can  
transform lives!**



We are Ânima Educação, one of the most important educational organizations in Brazil, made up of a group of dreamers who believe in an ever-improving country. We are all educators at Ânima Educação.

More than believing in education as the best way to change people's reality, we believe we must be part of this transformation every single day. The magic of education fascinates us, and we believe that only this magic can transform lives!





Our team is made up of professional creators. We see new ways to foster education in every detail. This is the very essence which makes us unique. This is the way Ânima is. And this is what encourages us to partner up with our students, professors and employees every day. Together we use education as a means to transform the country.

We see **new ways** to foster education in every detail.








# EDUCATION

**TO TRANSFORM THE COUNTRY**



The purpose of using “Education to Transform the Country,” along with our values such as commitment, cooperation, recognition, respect, transparency and innovation have been our building blocks for over a decade.



## Our Values:

**COMMITMENT**

**COOPERATION**

**RECOGNITION**

**RESPECT**

**TRANSPARENCY**

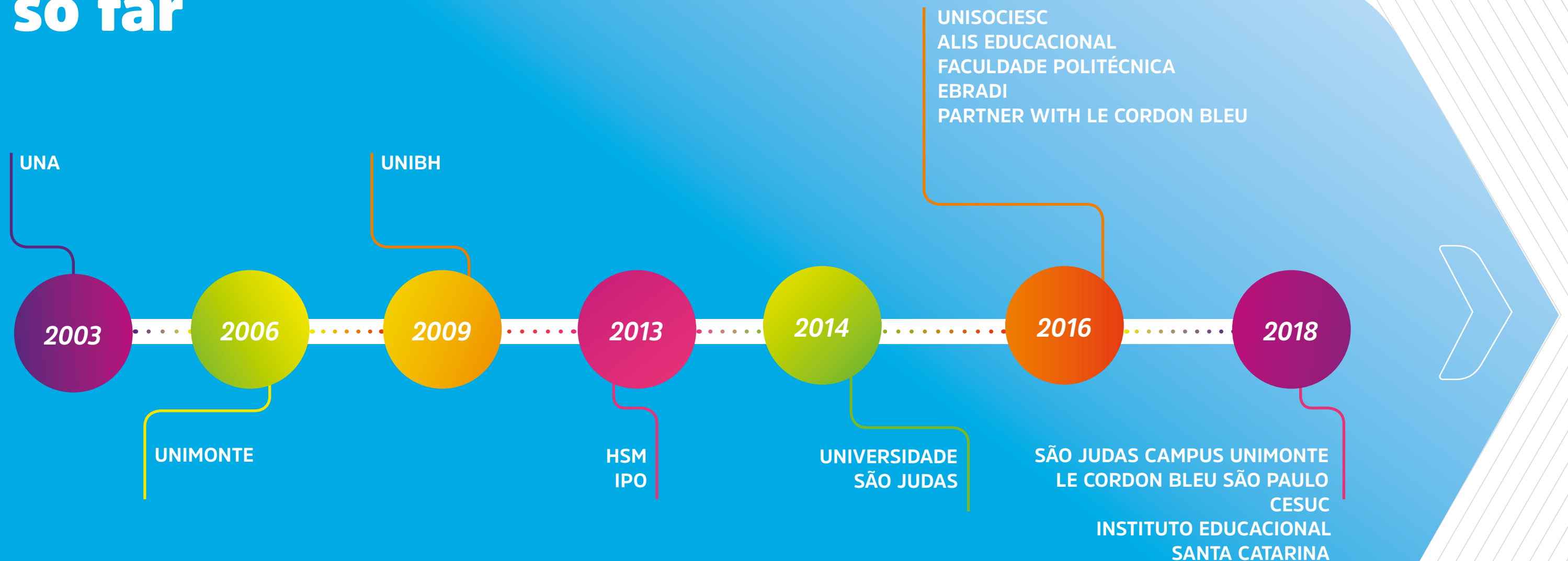
**INNOVATION**

These values are embedded in all of our actions, not only when we act corporately, but especially when we establish relationships with our students, employees, partners and everyone else around us. This is why one of our many achievements is to have been ranked among the best companies to work at in Brazil, according to the Great Place to Work (GPTW/Época Magazine).

This reflects the work environment we have been building for our professors and employees – people who love what they do, trust the power of education, and believe that together they can change our country. This mission is encoded in Ânima's DNA and that of our organizations.



# Our journey so far



# OUR FIGURES



8 institutions

37 units

Over **3,800** employees

Over **3,100** professors

Around **100,000** students





With a vibrant and innovative attitude, for the 7th year Una stood out as the Best Private University Center in Minas Gerais, and for the 8th consecutive year, the institution was considered the Best Private University Center in Belo Horizonte, according to the IGC (General Course Index) published by the Brazilian Ministry of Education (INEP/MEC) – the main national indicator of higher education quality in Brazil. We are among the 100 best places to work at in Brazil, for the 8th year running (2011, 2012, 2013, 2014, 2015, 2016, 2017 and 2018), and one of the 44 best companies to work for in Minas Gerais for the 5th year running according to the Great Place to Work Institute/Época Magazine. In 2018, for the 3rd year running, we were also considered among the top 20 best companies in Brazil for women to work at.

**O MELHOR**  
CENTRO UNIVERSITÁRIO  
PRIVADO DE MINAS  
FONTE: MEC.

Learn more at:  
[una.br](http://una.br)







# unibh›

Imagine a university that offers the student the full experience. That's UniBH. From the infrastructure to the interdisciplinary professional education, every effort is made to expand horizons through fully developing our students. UniBH is one of the most traditional private higher education institutions in Belo Horizonte. In its more than five decades of operating, it is recognized as an open school, close to the community, and remains outstanding in the area of education through its constant investment in innovative teaching methodologies and technology. The institution currently offers over 60 undergraduate courses of various types, dozens of lato sensu postgraduate courses and a range of extension courses. Moreover, UniBH develops actions that especially benefit the more underprivileged population, providing pro bono services. If you are looking for the complete academic experience, UniBH is the place for you.

Learn more at:  
[unibh.br](http://unibh.br)







# sãojudas



Recognized as one of the three best private universities in the State of São Paulo, according to the MEC, São Judas has 47 years of experience in Higher Education and its tradition and quality are recognized throughout the country. Since 1971, the university has built a solid trajectory of success and a great deal of learning. Having units that contribute their quality in the five main regions of the city of São Paulo, São Judas further strengthens its constant search for excellence and updating in education, also expanding the brand to the Baixada Santista area, with São Judas - Campus Unimonte. It is an integration that consolidates the synergy that already existed between the institutions, providing an important exchange between the best of São Paulo in the education area and the highlight in the innovation worked on in the region of Santos.

At São Judas, 97% of its highly qualified and market-recognized professors have masters or doctorates and work to transform students into trained professionals and conscientious citizens, prepared not only for the job market but also for the challenges of today's world. These are characteristics that encourage the achievement of great results by students and teachers periodically, in awards of the most diverse type and achievements in regulatory government agencies. Note also, a score of 4, from an evaluation of 1 to 5, in the General Index of Courses (IGC) of the MEC, the OAB (Brazilian Bar Association) Recomenda Seal, expressive scores in the Enade (National Student Performance Exam) in Health courses, 94 stars in the Student Guide, among other distinctions.

Learn more at:  
[usjt.br](http://usjt.br)







**sãojudas** ›  
campus unimonte

São Judas - Campus Unimonte has 47 years of excellence and is a highlight in its region, a pioneering history marked by leadership and innovation. It stands out as being the Best University Center in the Baixada Santista area, and is also among the best educational institutions in the country, based on its score of 4 in the General Course Index (IGC), published by the MEC, with the highest evolution of this indicator of all private education institutions in the region. The integration of Unimonte with the São Judas brand was another affirmation of its characteristic pioneering and innovation, improving education processes and practices.

The faculty brings together professors oriented to help each university student to develop their full professional and human potential. Leading the teaching staff and in the position of dean of the institution is one of the most prominent Brazilians in the national and international scene, engineer Ozires Silva, PhD, one of the founders of Embraer, former chairman of Petrobras and former Minister of Infrastructure. Through these and many other initiatives, São Judas - Campus Unimonte consolidates a life of constant updating and interest in reinventing itself, with a mindset focused on providing inspiring learning practices for its students and the community in general.

Learn more at:  
[unimonte.br](http://unimonte.br)







# unisociesc›

One of the largest educational institutions in the southern region of Brazil, UniSociesc has twelve units in the cities of Balneário Camboriú, Blumenau, Curitiba, Florianópolis, Itajaí, Jaraguá do Sul, Joinville and São Bento do Sul. With a wide range of courses, it has dedicated itself for over half a century to transforming people, developing skills, talents and careers, from Elementary School to Master's degrees.

The students can rely on professors who are familiar with the market, who align theory and practice both in the classroom and in the modern labs. Furthermore, UniSociesc undertakes special projects supporting sport, internationalization and employability, extending students' area of learning. Always attentive to process quality, it has a quality management system that meets the requirements of standard NBR ISO 9001, duly certified by Bureau Veritas.

Learn more at:  
[unisociesc.com.br](https://unisociesc.com.br)





**hsm** THE POWER  
OF KNOWLEDGE

For 30 years, HSM has developed people and organizations to enable them to be successful and contribute to transforming Brazil. It operates as a platform that offers blended learning solutions that use the latest management tools available through four dimensions: Live Events, Academy, Digital and Publishing; used to promote events, training courses, face-to-face qualification programs, digital and editorial solutions, as well as networking that includes leaderships, organizations and businesses. Since it was first established, it has held over 400 events with the presence of over 110,000 executives from 9,000 companies, published 125 issues of the HSM Management Magazine, 64 books and has more than 20 thousand subscribers to its online portal, HSM Experience. HSM believes in the power of knowledge to build a more ethical, more prosperous and fairer Brazil.

Learn more at:  
[hsm.com.br](http://hsm.com.br)







**EBRADI**  
ESCOLA BRASILEIRA  
DE DIREITO

EBRADI offers high-quality distance learning that engages students in lessons focused on the practice of law, offering a complete knowledge base for working in their chosen specialty. It stands out for quality as a result of the seal of big names in Law and academic supervision by renowned professionals who work in the market. Its exclusive methodology and service bring together the comfort of distance learning with specialized supervision, and it has created an ecosystem for the exchange of information and opportunities between professors and students, more effective than in face-to-face teaching.

Learn more at:  
[ebradi.com.br](http://ebradi.com.br)







LE CORDON BLEU®



Le Cordon Bleu is a world leading culinary school that is steeped in history and has a rich heritage spanning over 120 years.

Nowadays, Le Cordon Bleu is in 20 countries with 35 international schools and Ânima Education is one of its strategic partners.

Learn more at:  
[cordonbleu.edu/brasil/home/en](https://cordonbleu.edu/brasil/home/en)





# ACADEMIC QUALITY

Our academic indicators confirm Ânima's quality ranking, reinforcing the effectiveness of our academic model and our commitment to constantly improving the quality of our Services.

**IGC Ponderado<sup>1</sup>**  
Weighted IGC<sup>1</sup>



1: Pelo número de estudantes  
1: By number of students



Ânima



Companhias Listadas  
Listed Companies

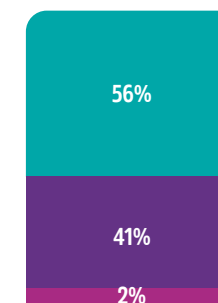


Brasil Privadas  
Private Universities Brazil

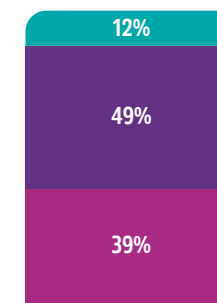


Brasil Públicas  
Public Universities Brazil

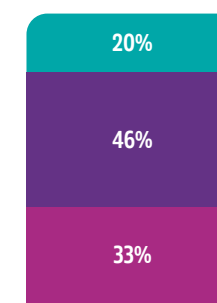
**Enade 2015**  
Enade (National Student Performance Exam) 2015



Ânima



Companhias Listadas  
Listed Companies

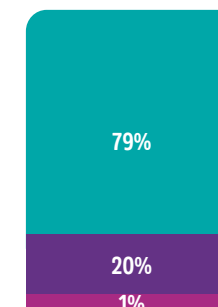


Brasil Privadas  
Private Universities Brazil

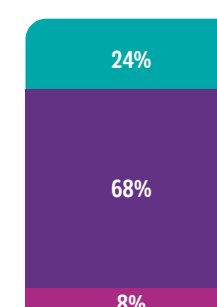


Brasil Públicas  
Public Universities Brazil

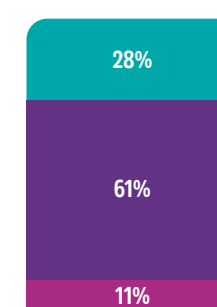
**CPC 2015**  
CPC 2015



Ânima



Companhias Listadas  
Listed Companies

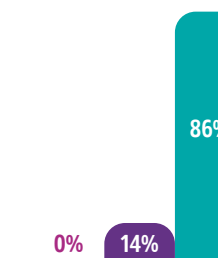
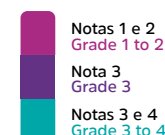


Brasil Privadas  
Private Universities Brazil



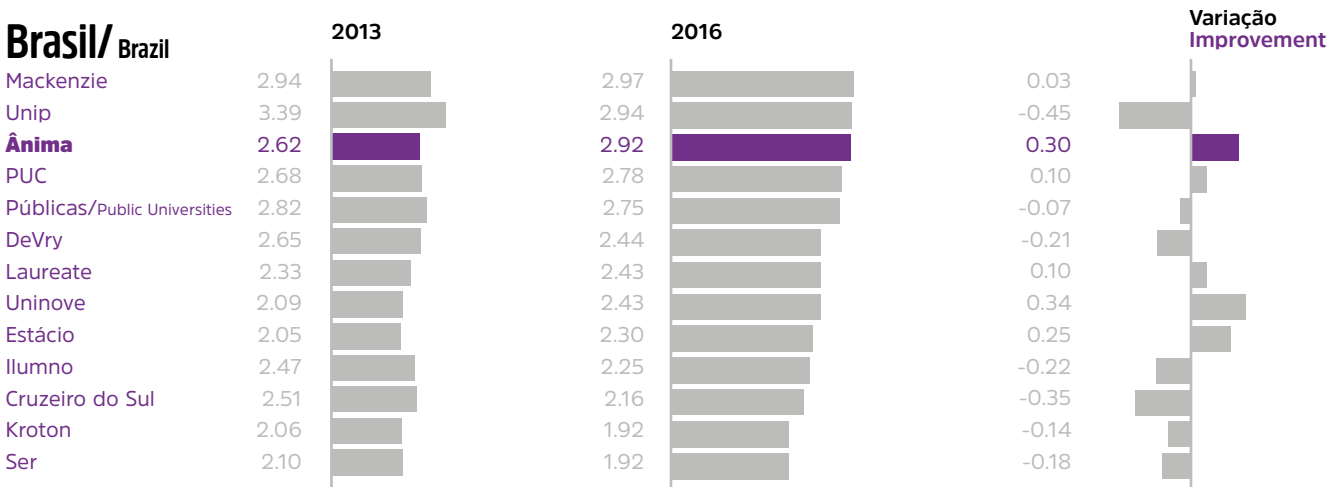
Brasil Públicas  
Public Universities Brazil

**Conceito de Curso (CC)**  
Course Scores (CC)



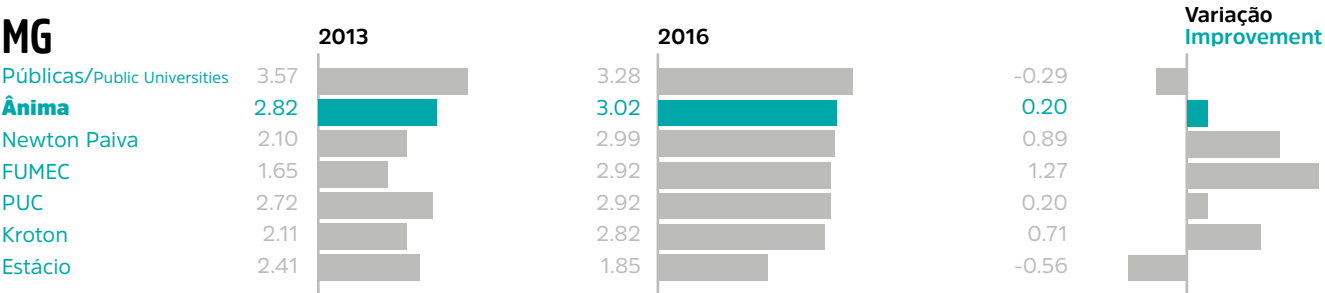
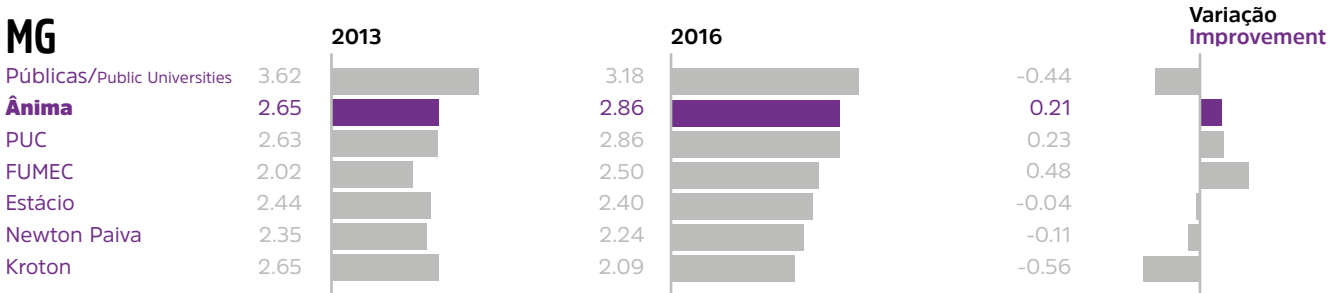
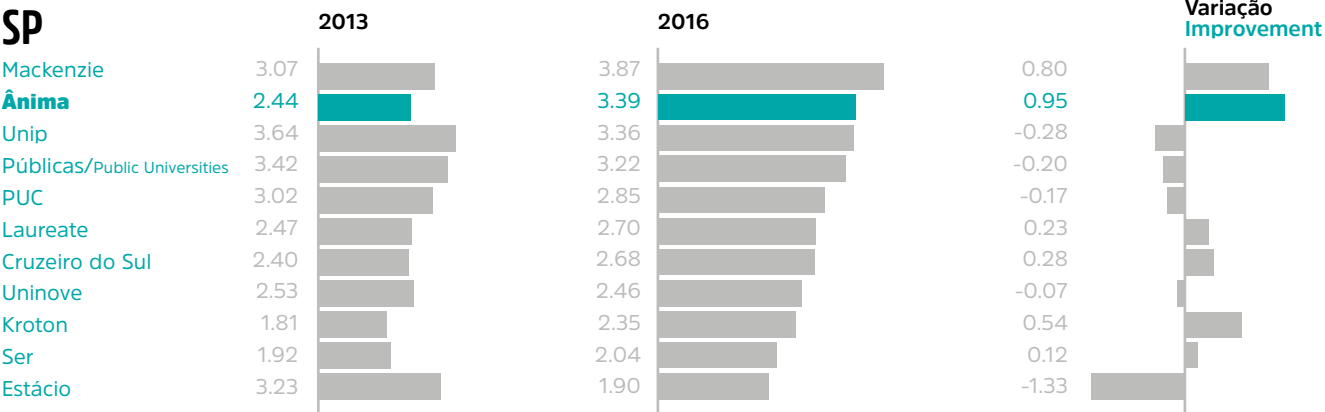
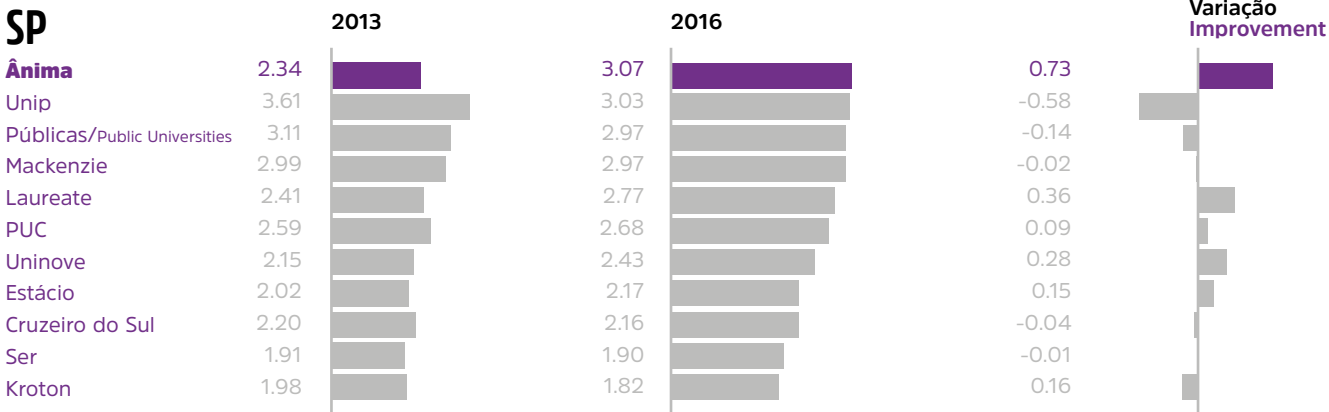
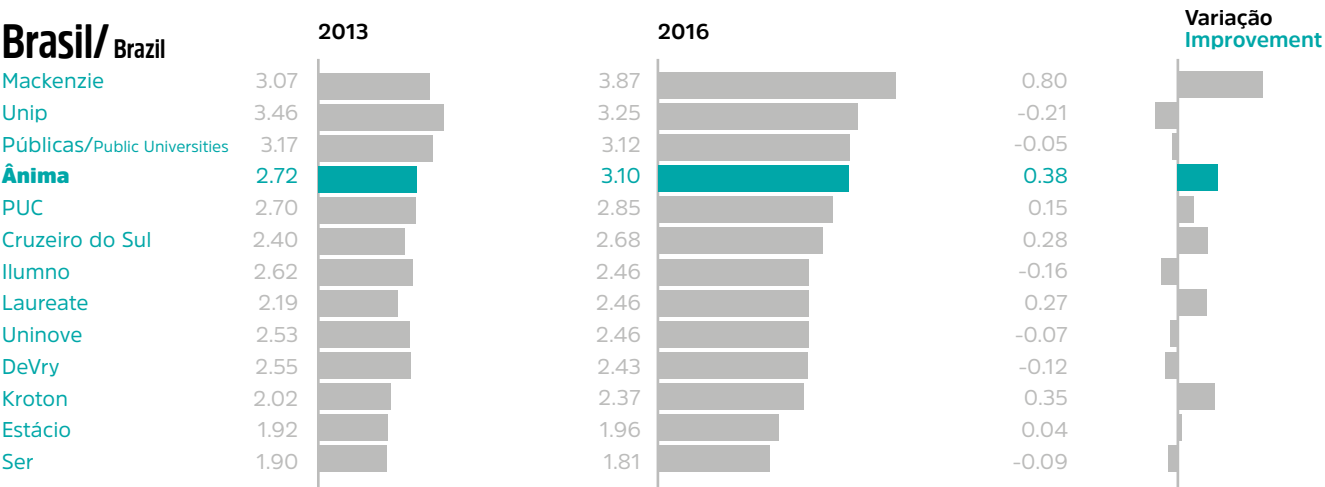
Constante de Crescimento de Resultados Acadêmicos: ENADE\*

Consistently Improving Academic Results: ENADE 2016\*



Constante de Crescimento de Resultados Acadêmicos: ENADE 2016\*

Consistently Improving Academic Results: ENADE 2016\*



\*Resultados refletem a média dos últimos 3 ciclos de ENADE.  
\*Results reflect the average of the last 3 ENADE cycles.

\*Resultados refletem o último ENADE baseado no ciclo da Saúde.  
\*Results reflect the last ENADE cycle based on Health courses.



# ÂNIMA INICIATIVES



Ânima Learning  
Ecosystem

The importance of various forms of knowledge in our society and the growing demand for specialization and more elaborate skills have led to new ways of looking at the world and of learning. That new perspective has certainly emphasized our role as a university. We must develop people who know how to look beyond the obvious in their world view, ask relevant questions and solve problems.

The term "ecosystem" defines an integrated, dynamic living system of broad and complex relationships between people and the environment in which they live. By transferring this concept to universities, we can understand and recreate them as networks that connect individuals, collectivities and knowledge, external agents of change in a permanent exchange, empowering them with knowledge and tools to go through the transformation process, thus inspiring them to act.

Thus, the Ânima Learning Ecosystem manifests itself in a renewed design, including new environments and new pedagogical forms based on learning and solving actual problems. This way, the integral education of students is ensured, meeting social priorities and incorporating the use of new technologies in a world that is increasingly rich in challenges and opportunities.



## Ânima Learning Ecosystem







# instituto *â*nima

The *Â*nima Institute is a not-for-profit organization that aims to foster, encourage and coordinate national and international sociocultural research and innovation projects linked to education.

Its main activities are innovation projects following the models of teaching-learning, teacher training, scientific and technological research and social/sustainable development – cultural, sporting and/or social projects –, in partnership with *Â*nima schools and with public and private institutions.

Learn more at:  
[nossoinstitutoanima.com.br](http://nossoinstitutoanima.com.br)



# ănimab

A center for innovation focused on research, technological development and entrepreneurship. It is also a center intended to train and empower people, a place to socialize and share knowledge. At Ânima Lab, students, professors and the community can develop products and projects, counting on the support of professionals with experience working in startup companies.

Ânima Lab was designed following a comprehensive study carried out by the institution with the most innovative schools in Brazil and abroad. This research showed that, in addition to having a good curriculum, good professors-mentors and technologies, we needed to change our learning methodologies and, of course, the space available. Thus, Ânima Lab is nothing but a large learning space, an enlarged and one-of-a-kind classroom.





# ănimanest

Ânima Nest is the pre-acceleration program for startup companies conducted by the Ânima Lab team. This initiative is intended to foster innovative and entrepreneurial activities in the educational field, encouraging the academic community to engage in innovative actions.

Ânima Nest selects projects that will be developed by its teams with the support of an intensive eight-week program of courses and workshops. The activities were designed with the purpose of developing a business model for each project. In addition to the face-to-face schedule, the program provides the support of the "Ânima Nest Academy" application, which has texts and videos available as support material for face-to-face activities and a study source for participants. The selected teams will also be entitled to use Ânima Lab's coworking spaces at no cost.

Lean more at:  
[animalab.net/programs](https://animalab.net/programs)



# ănima

## international office

The mission of the International Office is to advance the internationalization of knowledge through cooperative agreements that provide academic mobility and highlight Anima's institutions in the global academic community.

Its duties consist of activities related to the academic community that enable the exchange of international experiences. These experiences are accessible to all, not only through programs abroad, but also within Anima's higher education institutions themselves (internationalization at home).

Currently, the International Office maintains a network with several countries in Latin America, North America, Europe, Africa and Asia. Through these partnerships, the International Office promotes the internationalization of education in favor of excellence, innovation and the development of intercultural competences.



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