

One of the indicators of AVALIAR is called **Values of the Institution**, which aims to evaluate the perception of the internal community about the mission and values of the HEI. The attributes evaluated are the offer of a quality education that improves people's life, the contribution to the life project development, the training of professionals prepared for the labor market, the passion of the educators in training and developing people and the ethics in their actions.

The scores for this indicator are calculated on a scale of 0 to 5. In 2017, this indicator demonstrated levels of quality and excellence in relation to the positive impact we have on people's lives.



Kroton Average in the AVALIAR, by public

On-campus Learning:

Students: 3.6

Teachers: 4.5

Course Coordinators: 4.8

Technical - Administrative staff: 4.4

Distance Learning:

Students (Blended learning): 3.9

Course Coordinators: 4.7

Distance Tutors: 4.6



Continuing Education Graduate Programs

After our undergraduate students' graduation, we continue to transform their lives through our lato and stricto sensu graduate courses, which support their specialization and professional and academic appreciation.

In **stricto sensu** graduate courses, we offer 16 Master's degree and seven PhD programs, distributed in the different regions of Brazil, who have trained more than 1,500 masters and doctors.

Among these programs, five had a high concept in the CAPES / MEC four-year evaluation:

- Rehabilitation Sciences: Concept 5
- Physical Exercise in Health Promotion: Concept 4
- Methodologies for the Teaching of Languages and their Technologies: Concept 4
- Animal Bioscience: Concept 4
- Integrated Dental Sciences: Concept 4

The graduates of the masters and doctorate courses work in different segments, whether in public and private universities or in companies, promoting improvements and innovations in their products and processes.

As for research activities, the teachers developed in 2017 about 660 research projects involving 1,138 on-campus and DL undergraduates through the Scientific Initiation Program. In recent years more than 2,800 national and international scientific papers, 1,500 theses and dissertations, 330 books and chapters and 24 patents have been produced. These productions have contributed significantly to the country's Science, Technology and Innovation.

Additionally, Kroton publishes eight scientific journals, through the Platform for Kroton Scientific Journals with free and open access. More than 4,000 scientific papers have already been published from researchers from different HEIs in the country. All journals are rated in Qualis / Capes and are indexed in international and national Databases. Check the contents available at: <http://www.pgsskroton.com.br/seer/>

Another important contribution is the Gathering of Scientific Activities – EAC, an annual open and free event for all educational and research institutions in the country. The Meeting is 100% online, allowing students and teachers to disseminate the results of their work and participate in lectures and mini-courses. Participation is certified and all approved papers are published in the Event Annals. In 2017, during our 20th event, about 19 thousand papers were presented in total.

The Teacher Training Program offers openings and subsidy so that the teachers of our undergraduate courses take the Company's Master's degree and PhD programs. The objective is to improve their training and, consequently, to raise the quality of the classes offered to the students.

With our Graduate **lato sensu** we currently offer 222 on-campus courses, blended learning and distance learning that allow us to bring updated content, according to the skills most demanded by the job market for students from all over Brazil. In 2017, 34,513 people began their graduate studies in one of our educational institutions. In the same period, 27,114 students graduated, and today they are better prepared to face the challenges of the labor market.

In 2017, our specialization courses demonstrated an improvement in the satisfaction rates of our partner centers. In an NPS indicator, which evaluates the possibility of indicating the course to friends and relatives, we have evolved from -1% in 2016 to + 30% in 2017. This improvement in quality perception is a result of the Company's investment in meeting the needs of our students, improve our systems and offer courses with a high level of pedagogical quality.

The satisfactory results of the graduate studies were considered in the Company's Strategic Planning, which showed the growth potential that we still have within the sector. Currently, this market has a turnover of around R\$ 3.5 billion, but we have a market share of only 2%, that is, we still have a lot to contribute with this sector in our country.

To increase our performance in the graduate programs, we will continue to expand our offer of courses, mainly lato sensu graduate programs. We are also developing an exclusive digital system for graduate programs, which will offer greater functionality and interactivity to our students.

Unregulated programs and Preparatory courses

Constant learning is a trend and necessity in modern world. The job market requires that, even after graduating from the undergraduate level, the professional continues to update himself/herself, improving his/her skills to continue growing in his/her career. Therefore, we offer preparatory courses for exams and unregulated programs, preparing our students, former students and the community at large for the different challenges they will face in their academic and professional lives.

After all, one of the best consequences of achieving a dream is to be able to dream again and pursue new achievements, made possible through specialization and professional improvement. Kroton continues alongside students regardless of their stage of life.



Through LFG, we offer preparatory courses focused on the Brazilian Bar Association examination (OAB) and public service exams. Always positioned as a reference in preparatory courses in the country, in 2017 we registered 24,708 students enrolled. More information at: www.lfg.com.br/



In 2016, we pioneered the implementation of DL Unregulated Programs, providing an open platform for students and the community, where they can choose the course most appropriate to their academic or professional life. The platform covers different areas such as Management, Education and Languages. In addition, we made it possible for students in our HEIs to use the hours spent in these courses as Complementary Activity in their graduation. By the end of 2017 we had 94,923 students enrolled in 1,500 courses. More information at: <https://www.cursoslivresead.com.br/>

In the platform, it is also possible to find several free courses, offered in partnership with companies recognized in the market, such as Microsoft and Humus.

Featured Partners:



In addition to the courses offered in the Unregulated Programs platform, our students have the opportunity to deepen their knowledge in the on-campus extension courses offered by our units. We offer 230 courses available in various areas of knowledge, such as Branding and Corporate Identity, Environmental Management and ISO 14000 Certification, CPA 10 – ANBID Certification Prep, Inclusive Special Education, Interactive Technologies Applied to Education, Sports Nutrition, Biosafety, Neural Mobilization, Grass Silage Management and Extension in Agriculture.



We also offer our students the possibility to expand their horizons by learning a foreign language. At the Language Center of our on-site units, we offer English, Italian, Spanish, German, Mandarin, French and Portuguese courses for public examinations. In 2017, we had a total of 1,666 students in our Language Center.

Through preparatory courses, our students are able to prepare for international certification exams in English and Spanish, such as TOEFL, IELTS, Cambridge and DELE. Our team of teachers is constantly looking for professional training and modernization in foreign language teaching methods and techniques, so that the student is prepared for the labor market demands, being able to dream higher, and not limiting himself/herself to the borders of our country. After all, in dreams there are no limits.

Employability
GRI G4-EC8

The evolution of our students in the labor market is one of the main indicators that demonstrates the transformation that we perform in our students' lives. In 2017, graduating students achieve an average income increase of 95%.

Increase in income by area of knowledge

