



University Unit: Center for Applied Social Sciences		
Course: Business Administration		
Subject: Innovation Management		Term:
Timing: 2 hour class	(X) Theoretical () Practice () Digital	
Overview: Study of Innovation Concepts and Innovation as an element of the Management Process in Organizations.		
Conceptual Objectives	Procedural Objectives and Skills	Attitude Objectives and Values
•Know the concepts and analyze the instruments of innovation management, including its processes, applicable in different sectors and types of organization, in addition to the interaction between the different actors of the National Innovation System.	•Create and develop integrated innovation management projects, adjusted according to the market dynamics, considering the needs of organizations and the society.	•Debate the importance of innovation as a market element, to provoke reflections on its importance and its impacts on people's lives; from a social, professional and business point of view, also considering aspects related to sustainability. Internalize awareness of the strategic importance of innovation processes for contemporary organizations, enabling undergraduates to be transforming agents of such changes, in the face of new values and attitudes.



Methodology

Use of expository methods, case studies, group activities carried out in the classroom and externally, tests and individual exercises. The professor acts as an advisor who establishes links between the various areas of knowledge based on the real context of companies, consolidating the theory from stimulating the student's development of critical and investigative views and approaches.

Grading criteria

1. Verification of school performance includes: minimum attendance of 75%.
2. The assessment is divided into two parts: 1) Intermediate Assessments (IA) and Final Assessment (FA).
3. Intermediate assessments (IA) include three stages: 1) a test (50%); 2) a research paper to be prepared and presented in groups of 4 students, as a seminar that will deal with Innovation Management in a sector of the economy, to be chosen by the groups in the second or third class (30%) ; 3) exercises/activities carried out in the classroom, in groups of up to 4 people, and must be handed in at the end of the class (20%). There will be no replacement of classroom activities and they will be considered as N-1 for the composition of the grade. In most cases, the exercises will be about previously released texts/articles, recreational activities, comments on films, or summaries of discussions held in class.
4. Final Assessment (FA), comprises the entire subject content (50%).
5. One, and only one, of the intermediate assessments may be substituted (SUB). The SUB is in test format and comprises all the content taught in the semester.
6. In case the student obtains a score equal to or greater than 7.5 in the intermediate assessments, he will be approved without the need to take the final assessment (FA). Otherwise, the score made up by the intermediate assessments (IA) + Final Assessment (FA) must be equal to or greater than 6.0.

Basic References:

TIGRE, P. B. **Gestão da Inovação**: a economia da tecnologia no Brasil. Rio de Janeiro: Elsevier, 2006.

TIDD J., BESANT, J., PAVITT, K. **Gestão da inovação**. São Paulo: Artmed, 2015.

AFUAH, A. **Innovation Management**: strategies, implementation and profits. New York, NY: Oxford University Press, 1998



Complementary References:

- ADNER, R. Match your innovation strategy to your innovation ecosystem. **Harvard Business Review**, 2006. Available at: [file:///C:/Users/Nelson/Downloads/Adner_2006_HBR%20\(4\).pd](file:///C:/Users/Nelson/Downloads/Adner_2006_HBR%20(4).pd)
- BURGELMAN, Robert A., CHRISTENSEN, Clayton M., WHEELWRIGTH, Steven C. **Gestão estratégica da tecnologia e da inovação: Conceitos e soluções**. ISBN Digital 9788577802883; ISBN Impresso 9788577802029. Porto Alegre: McGraw-Hill, 2012.
- CORAL, Eliza. **Gestão integrada da inovação: estratégia, organização e desenvolvimento de produtos**. São Paulo: Atlas, 2009.
- EPPINGER, S. D. Innovation at the speed of information. **Harvard Business Review**, 2001. Available at: https://web.archive.org/web/20170813012155id_/http://www.fast-bridge.net/wp-content/uploads/resources/Innovation%20at%20the%20speed%20of%20information.pdf
- FREITAS FILHO, F. L. **Gestão da inovação: teoria de prática para implantação**, 1ª. Ed. São Paulo, Atlas, 2013.
- GOVINDARAJAN, V., TRINBLE, C. **Inovação Reversa**. São Paulo: Campus, 2012.
- HAMEL, G. The why, what, and how of management innovation. **Harvard Business Review**, 2006. Available at: <http://he-product-images.s3.amazonaws.com/docs/R0602Cf2.pdf>
- MANUAL DE OSLO** – 3a Edição. <http://www.finep.gov.br/images/apoio-e-financiamento/manualoslo.pdf>
- NEELY, T; LEONARDI, P. Developing a digital mindset. **Harvard Business Review**, 2022. Available at: https://www.hbs.edu/ris/Publication%20Files/Developing%20a%20Digital%20Mindset_81f3f69d-e28d-483e-8d1e-ce0ee159c0bb.pdf
- SUBRAMANIAN, M. The 4 tiers of digital transformation. **Harvard Business Review**, 2021. Available at: <https://hbr.org/2021/09/the-4-tiers-of-digital-transformation>

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