



**TEACHING PLAN**

<b>Graduate Program:</b> Business Management		
<b>Course:</b> <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
<b>Discipline:</b> Innovation And Market Development Strategies		<b>Discipline code:</b> ENST10281
<b>Professor:</b> Moisés Ari Zilber		<b>DRT:</b> 1109619
<b>Workload:</b> 48h	<b>Credits:</b> 4	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
<b>Syllabus:</b> The course will present the main theoretical points that base the subject, involving factors and variables that determine the conditions of innovation and market development. It encompasses technological, product, process and organizational innovation focusing on the adoption, diffusion and open innovation in order to evaluate impacts in the development of markets. This theoretical support will aggregate practical aspects of the subject, developed in order to enable the integrated vision in terms of business operations. Concepts of sustainability in all its aspects will be studied in relation to the constructs strategy and innovation.		
<b>Assessment Criteria:</b> The evaluation will be carried out based on the weighting of the following items, as follows: Presentations (including searches for new articles    35% Class discussion    25% Article for submission to congress / journal    40% The notes will be given numerically and transformed into concepts as follows: 9.0 to 10.0 A 8.0 to 8.9 B 6.0 to 7.9 C <5.9 R		
<b>Bibliography:</b> AFUAH, Allan. <i>Innovation Management: Strategies, Implementation, and Profits</i> . New York, USA: Oxford University. Press. 1998. AFUAH, A. <i>Innovation Management</i> . 2. ed. New York: Oxford University Press, 2003. ANSOFF, IGOR. <i>Estratégia empresarial</i> . São Paulo: Ed. Atlas, 1977. BARNEY, Jay B. <i>Gaining and sustaining competitive advantage</i> . Upper Saddle River: Prentice Hall, 2002. BOWMAN. Formulating strategy. In FAUKNER, D.O., CAPBELL, A. <i>The Oxford Handbook of Strategy</i> , 2003. CHANDY, Rajesh K. TELLUS, Gerard J. Organizing for radical product innovation: The overlooked role of willingness to cannibalize. <i>Journal of Marketing Research</i> . Chicago. Nov. 1998. Disponível em: < <a href="http://proquest.umi.com/pqdweb">http://proquest.umi.com/pqdweb</a> >. CHRISTENSEN, Clayton M. OVERDORF, Michael. <i>Enfrente o desafio de Mudança Revolucionária</i> . In: <i>Inovação na Prática: On Innovation</i> . Harvard Business Review. Rio de Janeiro: Campus, 2002.		