



INNOVATION MANAGEMENT

CODE: **ENST55000**

CREDIT HOURS: **40 HOURS**

PROFESSOR: **MARCOS ANTONIO FRANKLIN**

OBJECTIVES

General

Enable the student to identify the innovation of products/services perceived and valued by the company's current and potential customers/consumers, as a competitive differential in relation to the competition, creating criteria for internal innovations.

Specific

- Enable the student to identify product / service innovations that effectively create more value for customers / consumers, in relation to competitors.
- Enable the student to develop criteria for innovations in production, organizational processes, and technologies.
- Show that the need to innovate is inherent to the leaders, managers and other employees of the company.

FOCUS AND APPROACH

The discipline's focus is on demonstrating that innovation management starts from the identification of customer/consumer needs regarding product or service innovation, for the adoption of innovation actions in the internal environment, on a continuous basis, aiming at consolidating a climate of changes in the company.

The approach of the discipline is in the realization of practical works carried out in the companies of the students, with the theoretical basis discussed.

CONTENT

1. Innovation as a component of the value created.
2. Innovation: perception and rationality.
 - 2.1 What is innovation?



2.2 Successful routines.

3. Innovation in the internal environment: diagnosis and connection with the perception of value.

3.1 Organizational processes, resources and capabilities.

3.1.1 Innovation as the focus of the management process.

3.1.2 Resources, how and where to use them.

3.1.3 Dynamic capabilities.

4. Models of innovation strategy and its implementation.

4.1. Systematized internal management of innovation.

4.2. Learning through Alliances.

5. Innovation management as an institutional process: innovation culture.

5.1 Construction of the innovative company.

TEACHING-LEARNING STRATEGY

The teaching-learning process comprises the following basic procedures: previous readings, classroom discussions and development of practical work.

The works are carried out through groups of students to enable greater wealth, integration and productivity in discussions through the mutual exchange of learning. This is due to the diverse academic backgrounds, experiences and areas of activity of the students. It is worth mentioning that the participation of students is essential, especially with regard to their entrepreneurial experiences that will contribute especially to the dynamics of the class.

Classes take place in person and not in person. In face-to-face classes, concepts and approaches related to innovation management are discussed, leading to the understanding of the fundamentals of theories, due to the feedback of the product of the non-classroom class previously carried out with guidelines for each group. Non-face-to-face classes correspond to the performance of practical tasks that students carry out in groups. In the penultimate class, an “external” class is held, that is, in a company with the participation of the respective executives and/or entrepreneurs.

The final product of the course is a compact project, structured in the format of the Course Completion Work report, which appears in the book “Methodology for Practical



and Applied Works” and with complementary support material. This project is presented by the groups in the last class, in plenary.

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