

DISCIPLINA ELETIVA

Fundamentos e Tendências em Inovação

Inovação schumpeteriana; inovação em serviços; inovação como estratégia empresarial; inovação no setor público. Políticas públicas de inovação. Inovação colaborativa e governança de ecossistemas de inovação. Plataformas e arenas de co-criação de valor. Processo de inovação. A abordagem do design no processo de inovação.

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