

Innovation and Ecosystems

SYLLABUS

I. IDENTIFICATION

Program: Business Administration		
Course: Innovation and Ecosystems		
Class hours: 72 hours/class	Academic year: 2019/2	Phase: Elective class
Professor: Leandro Costa Schmitz, Dr.		
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II.SUMMARY

This course explores some of the fundamental concepts of innovation from the definition that innovation is the creation and capture of new value in new ways. Within the scope will be valued the direction for action and the knowledge of the innovation ecosystem of Florianópolis, one of the most developed in Brazil. The exchange of experiences and international cases is one of the differentials of the course.

III. PROGRAM

The course will cover the following topics:

1. Concept of Innovation
2. Innovation as a path to development
3. Corporate Innovation
4. Culture of Innovation
5. Types and processes of Innovation
6. Open Innovation
7. Startups
8. Innovation Ecosystems
9. Innovation in Brazil

IV.LEARNING METHODOLOGY

The teaching methodology considers the use of lectures, seminars and discussions and guided tours.

V.ASSESSMENT SYSTEM

The assessment will be done through four instruments, with equal weights (25% of the total grade, each): a) Test; b) Seminar and participation in the discussions; c) Reports of visits; and d) Class attendance.

IV.BIBLIOGRAPHY

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Blank, S. & Dorf, B. (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K & S Ranch.

Drucker, Peter F. (2002). *The Discipline of Innovation*. Harvard Business Review. August. Boston, MA: Harvard Business School Publishing.

GIMInstitute (2013). *Innovation Management Body of Knowledge: a guide on breakthrough Innovations*. Global Innovation management Institute: USA

Johnson, M. W.; Christensen, C. M. & Kagermann, H. (2013). *Reinventing your Business Model*. Harvard Business Review. August. Boston, MA: Harvard Business School Publishing.

McKinsey & Company (2019). *Brazil Digital Report* (1st Edition). April.

Ovans, A.(2015). *What is a business model?* Harvard Business Review. January. Boston, MA: Harvard Business School Publishing.

Schumpeter, J. A. (1934). *The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest and the Business Cycle*. Harvard University Press, Cambridge, MA.