

DISCIPLINA ELETIVA

Gestão da Inovação:

Conceitos, tipos e intensidade de inovação. Inovação, competitividade e desenvolvimento. Características do processo de inovação. Políticas públicas para a inovação. Interação e redes de cooperação no processo de inovação. Ambientes de inovação. Atividades para a inovação e a empresa inovadora. Planejamento e gestão do processo de inovação nas organizações.

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