

Innovation and Ecosystems

SYLLABUS

I. IDENTIFICATION

Program: Business Administration		
Course: Innovation and Ecosystems		
Class hours: 72 hours/class	Academic year: 2024/1	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. Innovation turns to be an even more important field for companies and organizations due to the challenges imposed from the Covid-19 Pandemic. Innovation was always important, but now it's also urgent.

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. Lean Start-up

IV. LEARNING METHODOLOGY

The teaching methodology considers the use of online lectures, articles, videos and talks, seminars and discussions.

V. ASSESSMENT SYSTEM

The assessment will be done through two instruments, with equal weights (50% of the total grade, each): a) Proposed Activities; b) Seminar.

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.