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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Inovação, Empreendedorismo e Competitividade |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **EMENTA:** |
| Inovação e empreendedorismo. O processo de empreender e a gestão da inovação. Empreendedorismo, inovação e desenvolvimento econômico. Estratégias inovadoras no empreendedorismo. Cenário brasileiro de inovação e empreendedorismo. Empreendedorismo e intra empreendedorismo relacionado as estratégias de negócios e inovação. Estratégias competitivas. Inovação de produtos, processos e organizações. Inovação e vantagem competitiva. Inovação e desenvolvimento econômico. |
| **BIBLIOGRAFIA:** |
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