

PLANO DE ENSINO

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:	Bibliografia Básica: 1. ACS, Z. How Is Entrepreneurship Good for Economic Growth? Innovations: Technology, Governance, Globalization, v. 1, n. 1, p. 97–107, jan. 2006. 2. BROWN, R.; MAWSON, S.; ROCHA, A. Places are not like people: the perils of anthropomorphism within entrepreneurial ecosystems research. Regional Studies, v. 57, n. 2, p. 384–396, 2022. 3. MALERBA, F.; MCKELVEY, M. Knowledge-intensive innovative entrepreneurship integrating Schumpeter, evolutionary economics, and innovation systems. Small Business Economics, v. 54, n. 2, p. 503–522, 1 fev. 2020. 4. NELSON, R.; WINTER, S. An Evolutionary Theory of Economic Change, In: N.J. Foss (org.), Resources, Firms, and Strategies: A Reader in the Resource-Based Perspective, Oxford: Oxford University Press, 1997, pp. 82-99. 5. RICCIARDI, F.; ROSSIGNOLI, C.; ZARDINI, A. Grand challenges and entrepreneurship: Emerging issues, research streams, and theoretical landscape. International Entrepreneurship and Management Journal, v. 17, n. 4, p. 1673–1705, 7 dez. 2021. Bibliografia Complementar: 6. ACS, Z. J. et al. Entrepreneurship, institutional economics, and economic growth: an ecosystem perspective. Small Business Economics, v. 51, n. 2, p. 501–514, 1 ago. 2018. 7. ALDRICH, H.; AUSTER, E. R. Even dwarfs started small: Liabilities of age and size and their strategic implications. Research in Organizational Behavior, v. 8, 1986. 8. AN, W. et al. Configurations of effectuation, causation, and bricolage: implications for firm

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