

Disciplina: Inovação, Integração de Estratégias e Configuração de Negócios

EMENTA

Inovação e formas de integração da inovação às estratégias organizacionais, corporativas e competitivas; inovação em desenho e configuração de negócios; inovação, lógica de valor e suas implicações na ontologia e operacionalização de modelos de negócio.

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