

## **Strategic Management of Innovation – Q1.2025**

### **Course Presentation**

Welcome to our comprehensive course program! As you explore the sections below, you will discover a detailed outline of the activities scheduled for each Unit. We encourage you to actively participate and follow the guidelines provided to ensure a fulfilling learning experience. Should you face any accessibility challenges, please do not hesitate to inform us. Our goal is to offer an inclusive and equitable learning environment for all participants. We wish you a productive and engaging course.

### **Meetings Place**

Inovateca Bloco 3o. andar Sala 307

Tuesdays 19:00 - 23:00

### **Instructors**

- Dr. Karla Vittori, [karla.vittori@ufabc.edu.br](mailto:karla.vittori@ufabc.edu.br)
- Dr. Luciana Pereira, [luciana.pereira@ufabc.edu.br](mailto:luciana.pereira@ufabc.edu.br)

Feel free to reach out to us anytime. For inquiries or to arrange a discussion, kindly send a message from your UFABC email account, and we will coordinate a suitable time to converse.

### **Lectures**

Please note that our lectures will be conducted in person. We look forward to engaging with you directly in our classroom settings, enhancing the learning experience through real-time interaction and discussion.

Attendance is a crucial component of this course and will be recorded. Regular attendance not only reflects your commitment to the course /graduate program but also significantly contributes to your understanding of the material and your overall success. Please note that it is your responsibility to ensure your attendance is consistently maintained.

### **Accessibility**

If you require accommodations to ensure accessibility, we strongly encourage you to reach out to us. Our commitment is to provide an inclusive and supportive learning environment for all students. Whether you need specific resources, technologies, or other forms of support, we are here to assist. Please contact us at your earliest convenience so that we can work together to make all course materials and activities accessible and equitable for you. Your success and comfort in this course are our top priorities.

### **Course Goals**

Welcome to our course, where we delve into the strategic management of innovation, especially contextualized for the ongoing pandemic. Our primary goal is to equip you with a comprehensive understanding of innovation management against the backdrop of current socioeconomic, environmental, and technological shifts both in Brazil and

globally. We aim to foster a deep appreciation for the multifaceted role of innovation management and its impact across various timeframes.

### Specific Objectives

- **Expand Perspectives on Innovation Management:** We aim to enrich your understanding of strategic management of innovation as a vital organizational process. This process not only generates tangible business outcomes but also flourishes through collaborative efforts, social innovation, and a commitment to environmental justice.
- **Problem-Solving Skills in Innovation:** You will learn to adeptly navigate the stages of innovation management—from identifying a problem to delivering a viable solution. This includes gaining skills in collecting and analyzing real-world data, designing effective problem-solving methods, strategizing implementation plans, and evaluating the reliability and precision of your solutions.
- **Presentation Skills:** Through two key presentations—a problem-solving proposal and a presentation of your final solution—you will hone your ability to communicate complex ideas clearly and persuasively.
- **Teamwork:** You will experience the dynamics of working in small teams, collaborating with at least one other student on a project. This teamwork is designed to mirror real-world scenarios where collective effort and diverse perspectives lead to innovative solutions.
- **Project Reporting:** Each team will document their project's journey and outcomes in a comprehensive report. These reports will be evaluated by the instructors, in consultation with project advisors, to assess your analytical, creative, and procedural grasp of innovation management
- Our course is structured to not only provide theoretical insights but also practical experience in managing innovation with an awareness of its broader implications. We look forward to guiding you through this journey of discovery and learning.

### Methodology and Assessment

Our course embraces the dynamic framework of a Social Learning Network, fostering an interactive ecosystem among students, instructors, and learning modules. This approach encourages every participant to contribute to the collective knowledge pool by creating and sharing their own content. Designed to promote autonomous learning, this program allows you to enrich your educational journey by introducing new references and materials and sharing these discoveries with your peers.

Begin your studies by engaging with the curated materials provided, then participate in the outlined activities to progress through the course. For any inquiries or to share insights, our Forum operates much like a social network feed, offering a platform for discussion and the exchange of ideas.

#### 1. Individual Activities

**1.1 Reading Academic Papers:** Active Learning emphasizes that effective reading transcends mere word recognition. To genuinely comprehend and retain academic

material, a more engaged reading approach is necessary. This can be a transition for those accustomed to reading for pleasure. The strategies below, along with a supplementary video on active reading techniques, will enhance your ability to engage with academic texts actively.

- **Reading Strategies for Academic Texts:** Explore additional reading strategies through this video, which guides you through techniques to employ before, during, and after reading. (Source: Reading Academic Text, courses.lumenlearning.com)

**1.2 Creating an innovation Logbook :** Post-reading, utilize the concepts covered to seek out related content—such as articles, case studies, podcasts, and innovative projects in the field of innovation management. Document your findings and reflections in a virtual diary, fostering a collaborative learning environment.

- **Setting Up a Blog/Site:** Choose a free platform (e.g., WordPress, Wix) to create a blog or site themed around the course units. This space will serve as your virtual diary.
- **Writing Articles:** Compose brief articles (minimum 1000 characters) in Portuguese, English, or Libras, focusing on the unit topics and related academic articles. Your writings should reflect critical thinking and the theoretical and methodological frameworks' application to both current and aspirational realities.
- **Incorporating Accessibility Tools:** Aim to integrate accessibility tools within your blog or site, ensuring your content is accessible to a broader audience.

This methodology not only facilitates a deeper understanding of the subject matter but also enhances your skills in critical analysis, content creation, and the strategic application of knowledge in innovation management.

### **Team Activity - Crafting Innovative Strategies for Management**

**Objective:** This activity challenges teams to harness theoretical insights from our course to forge a new framework, model, or methodology for innovatively managing an organization of their choosing. Your target may be any entity—a corporation, a nonprofit, a government body, or another form—where you believe innovative strategies can create significant impact. The ambition is to weave together course concepts to formulate a progressive, viable approach that tackles the unique challenges or seizes opportunities within your selected organization.

#### **Instructions**

##### **Forming Teams**

- Assemble into groups of 3-5 students and pick an organization as the focus of your project. Opt for one that sparks interest across the team and stands to gain from innovative management solutions.

##### **Theoretical Framework Application**

- Dive back into the strategic management of innovation theories covered in our discussions. Identify and adapt the frameworks, models, and strategic principles that resonate with your organization's scenario.

### **Strategy Development**

- Utilize these concepts to craft an innovation strategy tailored to your organization, including:
  - A precise identification of the management challenge or opportunity at hand.
  - Defined objectives for your innovation strategy.

### **Presentation**

- Develop a presentation that effectively communicates your innovation strategy, emphasizing how theoretical insights were transformed into your strategic vision and its prospective impact on the organization.
- Enhance your narrative with visual aids (e.g., slides, posters) to ensure clarity and engagement.

### **Feedback Session**

- Post-presentation, gather and reflect on feedback from both peers and instructors, aimed at refining your strategic approach and thought process.

### **Final Report**

- Synthesize the feedback into a comprehensive report detailing your innovation strategy. This document should demonstrate a profound synthesis of theoretical understanding and practical application to your chosen organization, structured and researched thoroughly.

### **Evaluation Criteria**

- Depth in understanding and applying theoretical concepts.
- Originality and practicality of the proposed innovation strategy.
- Comprehensive research and analytical rigor.
- Presentation quality and audience engagement.
- Ability to incorporate feedback effectively into the final report
- **Deliverables and Deadlines**

### **Weekly Deliverables**

Each week, your team is required to produce a **report and a presentation** detailing the progress and new insights of your project, corresponding to the current Unit of study. Additionally, every team will present their latest findings and developments in the project, offering an opportunity for feedback and discussion. Another task includes the creation and maintenance of a blog or website, where you will publish posts for Units. These posts should be aligned with the designated schedule for studying the Units. Your posts must

incorporate a variety of illustrative materials—videos, pictures, reports, audio clips—to enhance the interactivity and engagement of the content. Importantly, ensure your blog is equipped with accessibility tools, making your content accessible to all students.

**Guidelines for Posts**

- **Content Creation:** Each blog post should reflect a thorough understanding of the Unit's concepts, integrating relevant theories and applications to your project.
- **Interactivity:** Leverage multimedia elements to make your posts more engaging and informative. This could include embedding videos related to your topic, including images that illustrate concepts or findings, sharing audio recordings of discussions or interviews, and linking to external reports for further reading.
- **Accessibility:** Incorporate accessibility features into your blog, such as alt text for images, subtitles for videos, and accessible web design principles. This ensures that all students, regardless of disability, can access and benefit from your content.

**Schedule for Unit Studies Posts and Project**

- Follow the course timeline closely for each Unit's study and ensure your blog posts/ project are timely and relevant to the ongoing discussions and lectures.

This structured approach to deliverables encourages continuous engagement with the course material and fosters a collaborative learning environment. It also emphasizes the importance of accessibility in educational content, ensuring that all learners can participate fully in your project's development.

**Grading Criteria and Descriptions**

This table outlines the grading criteria based on final grades and describes the corresponding level of performance for each grade.

<b>Grade</b>	<b>Final Grade</b>	<b>Performance</b>
A	$\geq 3.5$	Exceptional performance, demonstrating excellent understanding of the concepts
B	$< 3.5$ and $\geq 2.5$	Good performance, demonstrating good ability to use the concepts
C	$< 2.5$ and $\geq 2.0$	Minimum satisfactory performance, demonstrating ability to properly use the concepts and ability to tackle relatively simple problems
R	Non-deliverable or Partial	Fail

- **Unit 1 - Feb 11-25 UNIT 1 How to Manage Innovation in a World Transitioning to Sustainable Transformation**

In this unit, we address the critical question: "How should innovation management evolve to meet the urgent needs of sustainability and climate change?" Faced with unique challenges and opportunities, it's vital to reevaluate and refine our strategies for managing innovation. This requires a deep understanding of what transition and transformation entail in the context of sustainability.

#### [Innovation Logbook and Team Presentation Tarefa](#)

Marcar como feito

**Aberto:** sexta-feira, 31 jan. 2025, 05:00

**Vencimento:** terça-feira, 25 fev. 2025, 18:00

After reading the text for Unit 1 provided below, please prepare:

- 1 your logbook based on your reflections from the readings.
- 2 The weekly presentation for your team project

Don't forget to share your link by the deadline.

- **Unit 2 - March 4 - 18 Unit 2 Reevaluating Economic Growth in the Context of Finite Resources**

In Unit 2, we tackle a pivotal question that challenges conventional wisdom: "If our planet's resources are limited, why is there a continuous push for economic growth?" This unit critiques the prevailing economic growth model that underpins policies worldwide, questioning its viability in the face of finite environmental resources and increasing socio-ecological challenges.

#### [Innovation Logbook and Team Presentation Tarefa](#)

Marcar como feito

**Aberto:** sexta-feira, 31 jan. 2025, 05:00

**Vencimento:** terça-feira, 18 mar. 2025, 18:00

After reading the text for Unit 2 provided below, please prepare:

- 1 your logbook based on your reflections from the readings.
- 2 The weekly presentation for your team project

Don't forget to share your link by the deadline.

- **Unit 3 - March 18- April 1 Unit 3 Beyond Crisis Recognition - Personal and Organizational Action**

In Unit 3, we confront a critical inquiry: "We're aware of the crisis, but what now? Can I personally make a difference? How can we integrate critiques of traditional management models into actionable strategies?" This unit is designed to empower individuals and organizations to not only recognize the depth of the current socio-ecological crisis but also to understand their role in enacting meaningful change. It explores pathways for

incorporating critical perspectives on outdated management models into innovative, sustainable practices.

[Innovation Logbook and Team PresentationTarefa](#)

Marcar como feito

**Aberto:** sexta-feira, 31 jan. 2025, 05:00

**Vencimento:** terça-feira, 1 abr. 2025, 18:00

After reading the text for Unit 3, provided below, please prepare:

- 1 your logbook based on your reflections from the readings.
- 2 The weekly presentation for your team project

Don't forget to share your link by the deadline.

- **Unit 4 - April 8 - 22 Unit 4 Navigating the Future: Synergizing People, Technology, and Governance for Innovative Management**

In Unit 4, we address the essential question: 'How can we integrate the roles of people, technology, and governance to pioneer new strategies in the strategic management of innovation?' We explore the dynamic interplay among social advocacy, technological progress, and governance frameworks as key drivers of innovative, forward-looking management strategies.

[Innovation Logbook and Team Presentation - Tarefa](#)

Marcar como feito

**Aberto:** sexta-feira, 31 jan. 2025, 05:00

**Vencimento:** terça-feira, 22 abr. 2025, 18:00

After reading the text for Unit 4, provided below, please prepare:

- 1 your logbook based on your reflections from the readings.
- 2 The weekly presentation for your team project

Don't forget to share your link by the deadline.

- **April 29 Final Presentation**

[Final Team PresentationTarefa](#)

Marcar como feito

**Aberto:** sexta-feira, 31 jan. 2025, 05:00

**Vencimento:** terça-feira, 29 abr. 2025, 18:00

