DEPARTAMENTO.....: ADMINISTRAÇÃO DA PRODUÇÃO E OPERAÇÕES (POI)
CURSO .....: MASTER AND PHD-BUSINESS ADMINISTRATION (CM-CDAE)
DISCIPLINA .....: MANAGING COLLABORATIVE INNOVATION:
PROFESSOR.....: JULIANA BONOMI SANTOS

SEMESTER/YEAR: 2°/2021

SYLLABUS

LEARNING GOALS

Competitive pressures are increasingly forcing companies to innovate more and reduce their time-to-market. As a result, the open innovation approach is now the status quo and companies commonly adopt collaborative innovation practices to access knowledge and capabilities of customers and network partners located all around the world to increase their innovativeness and competitiveness. Corporations traditionally involved customers and suppliers in their product and service development processes and relied on networks to innovate. Now they also look to gain access to innovative technologies and business models participating in innovation ecosystem and engaging with startups. Building on insight from operations and industrial marketing management, this module will how collaboration can, and should, be managed to be promote innovation. To do so, in this course, we will explore the theories and concepts necessary to understand how to initiate, develop, manage, and terminate relationships with single and multiple partners to generate innovation and extract value from it.

Forte / High	Intermediário / Medium	Reduzido / Low	Nenhum / None
●●●	●●○	●○○	○○○

CMCDAE Objectives	**Course learning goals**	**Level of Contribution ***
Qualitative research methods	- Undestand the use of qualitative methods to tackle research problems related to the concepts in analysis	●○○
Quantitative research methods	- Understand the use of quantitative methods to tackle research problems related to the concepts in analysis	●○○
Knowledge of research themes and theory	- Understand different streams of research that generate knowledge to understand open innovation efforts - Learn the capabilities needed to innovate collaboratively - Gain a perspective on the differences involved in collaborating with a single partner versus a network of partners	●●●
Research procedures		○○○
Relevance and innovation in research		○○○
Development of academic papers	- Develop in paper based on the literature studied to reflect critically on one of the topics studied	●●●
Outros objetivos da disciplina / Other course learning goals:.....		

The full description of the CMCDAE objectives, and other related information, may be found at https://rebrand.ly/cmae-eaesp (masters) e https://rebrand.ly/cdae-eaesp (doctorate).

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MAIN TOPICS - TBC

I. Open Innovative
II. Capabilities for collaborative innovation
III. Customer and supplier involvement in the innovation process
IV. Corporate Engagement with startups
V. Innovation networks
VI. Innovation ecosystems
VII. Innovation network and ecosystem orchestration
VIII. Innovation clusters, ecosystems, and Competitiveness

METODOLOGY

Seminars, discussion, articles, guest speakers and wrap-up;

Class structure: In each class, we will discuss a group of papers (3-4). Each week, one groups will have to prepare a presentation based on the papers and then we will discuss core concepts together.

Groups are expected to add one new reference to the ones proposed by the lecturer.

A final project report in an article format will be presented at the end of the program.

EVALUATION PROCESS

1.Class participation: weekly participation and seminars	40%
2.Written report related to the final project: delivery by the mid of the program	20%
3.Final examination (Final project with a meaningful research question and concepts)	40%

The final project should be an essay aiming to create a conceptual framework that could orient future empirical work or defending an central argument. Although the final project is not a full paper, it should be in a paper format. The paper should follow the ENANPAD submission guidelines (Chamada-Trabalhos-EnANPAD-2021-PO-OF-602597b7231ad.pdf). Papers are limited to 6 pages including references.

COMMUNICATION AND OFFICE HOURS

- The best way to contact the instructors is via email. Feel free to drop in during office hours or make an appointment to discuss any questions, concerns, or ideas you have about the class and the assignments.
- Juliana Bonomi (juliana.bonomi@fgv.br)
- The communication between professors and students will be carried through the platform eclass/blackboard.
- The material related to Clusters are part of the MOC program is part of a HBS Network and the ISC(Institute of Strategy and Competitiveness),led by Prof. M. Porter.

PROGRAMA AULA-A-AULA

Class number	Topic	Content
1	**Introduction to the discipline** **Open Innovation**	**- Guidlines for the final paper** **- Seminars for all classes**
2	**Capabilities for collaborative innovation**	- Relationships-oriented capabilities - Innovation capabilities - Operational capabilities
3	**Customer and supplier involvement in the innovation process**	- Differences between buyer and supplier involvement in new product and service development processes - Collaboration features - Performance implications
4	**Corporate Engagement with startups**	- Modes of corporate engagement with startups - Challenges - Governance structures
5	**Innovation networks**	- Characteristics - Network structures - Managing network-based innovation projects
6	**Innovation ecosystems**	- Characteristics - Differences in relation to networks - Ecosystem membership
7	**Innovation network and ecosystem orchestration**	- Orchestration concepts - Types of orchestrators and their capabilities - Differences in ecosystem and network orchestration
8	**Clusters, innovation, and Competitiveness**	- Clusters organization and its relationship to firms´ competitiveness and local development

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