



UNIVERSIDADE FEDERAL DE SANTA CATARINA

PLANO DE ENSINO DA DISCIPLINA

DADOS DA DISCIPLINA	
Nome: Gestão de Startups, Empresas de Base Tecnológica e ambientes dinâmicos	

CARGA HORÁRIA (Art. 35 da Res. 05/CUn/2010)	
Hora-aula total: 60h	Número de crédito total: 4
Nível a ser oferecida: () Mestrado () Doutorado (X) Mestrado e Doutorado	
Tipo de Disciplina (Art. 33 da Res. 05/CUn/2010)	
Mestrado: (X) Eletiva - () Obrigatória	Doutorado: (X) Eletiva - () Obrigatória

Corpo Docente Responsável (Art. 33, § 2º da Res. 05/CUn/2010):
Rogério Tadeu de Oliveira Lacerda

Ementa:
Paradigmas de decisão em ambientes dinâmicos. Contexto de negócios em Startups, Empresas de Base Tecnológica e ambientes dinâmicos. Sistemas gerenciais em ambiente dinâmicos. Gestão de Projetos. Gestão de Processos. Avaliação de Desempenho. Desenvolvimento de novos produtos. Novas abordagens de administração.

ÁREA DE CONCENTRAÇÃO
Mestrado: Produção e Desenvolv.
Doutorado: Produção e Desenvolv.

METODOLOGIA
<p>A disciplina será desenvolvida de forma excepcional por meio de estratégias de aprendizagem não presenciais, conforme normativa da UFSC no tocante a pandemia.</p> <p>Discussões e debates de textos, vídeo-aulas (assíncronas), vídeo-aulas expositivas (síncronas), palestras síncronas e assíncronas, apresentação de seminários por meio de webconferências, utilizando a Google Meet. O link será enviado aos alunos via moodle</p> <p>Caso haja algum problema técnico, a plataforma poderá ser substituída por outra a ser combinada com os participantes.</p> <p>A comunicação oficial da disciplina entre alunos e professor será via Moodle.</p> <p>Os seminários serão desenvolvidos por meio de leituras dirigidas e conduzidos por alunos, com o objetivo de trazer diferentes pontos de vista ao tema em questão.</p> <p>Os textos selecionados pelo professor estão no cronograma abaixo e a leitura é obrigatória a todos os participantes.</p> <p>Como atividade assíncrona, os alunos responsáveis pelo seminário da semana deverão gravar e postar um vídeo correspondente à leitura indicada. Os vídeos postados serão discutidos nos encontros síncronos correspondentes a cada tema.</p> <p>Cada aula terá a primeira metade assíncrona (seminários gravados) e síncronas (debates com professor).</p>



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Como métodos avaliativos, serão avaliados a elaboração de seminários, bem como a elaboração de um artigo final, com proposição de modelo teórico, no formato de exemplo conforme modelo

VU, Hieu Minh. A review of dynamic capabilities, innovation capabilities, entrepreneurial capabilities and their consequences. The Journal of Asian Finance, Economics and Business (JAFEB), v. 7, n. 8, p. 485-494, 2020.

FORMA DE AVALIAÇÃO

- Elaboração e participação nos seminários..... 30%
- Artigo final..... 70%



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Cronograma de Aulas

Data	Tema
30/ago/21	Apresentação da disciplina + Contexto das startups e EBTs + Competências do empreendedor
06/set/21	Decisão em ambientes dinâmicos + incerteza + ambidestria + heurísticas
13/set/21	Dynamic Capabilities + Bounded rationality
20/set/21	<i>[exposição dos projetos de pesquisa dos alunos e correlação com a disciplina]</i>
27/set/21	Modelos de Negócios
11/out/21	Modelos de Negócios (exemplos reais + cotejamento com teoria) Tema especial: Marketing em startups
18/out/21	Lean Startup + Design Thinking (exemplos reais + cotejamento com teoria) Aspectos tecnológicos de MVP (relação com engenharias)
25/out/21	Lean Startup + Design Thinking (exemplos reais + cotejamento com teoria) Aspectos tecnológicos de MVP (relação com engenharias)
01/nov/21	<i>[exposição de temas/artigos propostos pelos alunos]</i>
08/nov/21	Gestão de projetos + agilidade + agile methods
15/nov/21	Gestão de projetos + agilidade + agile methods (exemplos + cotejamento)
22/nov/21	Desenvolvimento de novos produtos (NPD)
29/nov/21	Gestão de rotinas em startups e EBTs (indicadores, processos, frameworks, softwares, pessoas, etc)
06/dez/21	<i>[tópicos sugeridos pelos alunos]</i>
13/dez/21	<i>[tópicos sugeridos pelos alunos]</i>



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Referências bibliográficas

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MORRIS, Michael H. et al. A competency-based perspective on entrepreneurship education: conceptual and empirical insights. **Journal of small business management**, v. 51, n. 3, p. 352-369, 2013.

Decisão em ambientes dinâmicos + incerteza + ambidestria + heurísticas

Landry, M. (1995). A note on the concept of 'problem'. *Organization studies*, 16(2), 315-343.

Dias, L. C., & Tsoukiàs, A. (2003). On the constructive and other approaches in decision aiding. In Proceedings of the 57th meeting of the EURO MCDA working group. to appear.

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Crawford, L., & Pollack, J. (2004). Hard and soft projects: a framework for analysis. *International Journal of Project Management*, 22(8), 645-653.

Mehrabi, H., Coviello, N., & Ranaweera, C. (2019). Ambidextrous marketing capabilities and performance: How and when entrepreneurial orientation makes a difference. *Industrial Marketing Management*, 77, 129-142. doi: 10.1016/j.indmarman.2018.11.014

O'Reilly, C. A., & Tushman, M. L. (2008). Ambidexterity as a dynamic capability: Resolving the innovator's dilemma. *Research in Organizational Behavior*, 28, 185-206. doi: 10.1016/j.riob.2008.06.002

Parida, V., Lahti, T., & Wincent, J. (2016). Exploration and exploitation and firm performance variability: a study of ambidexterity in entrepreneurial firms. *International Entrepreneurship and Management Journal*, 12(4), 1147-1164. doi: 10.1007/s11365-016-0387-6

Sirén, C. A., Kohtamäki, M., & Kuckertz, A. (2012). Exploration and exploitation strategies, profit performance, and the mediating role of strategic learning: Escaping the exploitation trap. *Strategic Entrepreneurship Journal*, 6(1), 18-41. doi: 10.1002/sej.1126

Volery, T., Mueller, S., & von Siemens, B. (2013). Entrepreneur ambidexterity: A study of entrepreneur behaviours and competencies in growth-oriented small and medium-sized enterprises. *International Small Business Journal: Researching Entrepreneurship*, 33(2), 109-129. doi: 10.1177/0266242613484777

Dynamic Capabilities + Bounded rationality

EISENHARDT, Kathleen M.; MARTIN, Jeffrey A. Dynamic capabilities: what are they?. *Strategic management journal*, p. 1105-1121, 2000.



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Vu, H. M. (2020). A Review of Dynamic Capabilities, Innovation Capabilities, Entrepreneurial Capabilities and Their Consequences. *The Journal of Asian Finance, Economics and Business*, 7(8), 485-494. doi: 10.13106/jafeb.2020.vol7.no8.485

Modelos de Negócios

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DaSilva, C. M., & Trkman, P. (2014). Business Model: What It Is and What It Is Not. *Long Range Planning*, 47(6), 379-389. doi: 10.1016/j.lrp.2013.08.004

Foss, N. J., & Saebi, T. (2016). Fifteen Years of Research on Business Model Innovation. *Journal of Management*, 43(1), 200-227. doi: 10.1177/0149206316675927

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Lean Startup + Design Thinking

BATTISTELLA, Cinzia; BIOTTO, Gianluca; DE TONI, Alberto F. From design driven innovation to meaning strategy. *Management Decision*, v. 50, n. 4, p. 718-743, 2012.

Frederiksen, D. L., & Brem, A. (2016). How do entrepreneurs think they create value? A scientific reflection of Eric Ries' Lean Startup approach. *International Entrepreneurship and Management Journal*, 13(1), 169-189. doi: 10.1007/s11365-016-0411-x

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Yang, X., Sun, S. L., & Zhao, X. (2018). Search and execution: examining the entrepreneurial cognitions behind the lean startup model. *Small Business Economics*, 52(3), 667-679. doi: 10.1007/s11187-017-9978-z

Seidel, V. P., & Fixson, S. K. (2013). Adopting Design Thinking in Novice Multidisciplinary Teams: The Application and Limits of Design Methods and Reflexive Practices. *Journal of Product Innovation Management*, 30, 19-33. doi: 10.1111/jpim.12061

Gestão de projetos + agilidade + agile methods

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HASIN, Sanjay; BURCHER, Peter. Lean viewed as a philosophy. *Journal of manufacturing technology management*, v. 17, n. 1, p. 56-72, 2006.

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Desenvolvimento de novos produtos (NPD)

COOPER, Robert G. Perspective: The stage-gate® idea-to-launch process—update, what's new, and nexgen systems. *Journal of Product Innovation Management*, v. 25, n. 3, p. 213-232, 2008.

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Gestão de rotinas em startups e EBTs (indicadores, processos, frameworks, softwares, pessoas, etc)

Melão, N., & Pidd, M. (2000). A conceptual framework for understanding business processes and business process modelling. *Information systems journal*, 10(2), 105-129.

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