

Nome da disciplina

Empreendedorismo

Carga horária:

32h (2 cr)

Linha de pesquisa

Estratégia, Empreendedorismo e Inovação

Ementa

Empreendedorismo como campo de estudos. Empreendedorismo, inovação e estratégia. Tipos de empreendedorismo. Empreendedores e equipes empreendedoras. Processo empreendedor. Oportunidades de negócio. Ambiente empreendedor. Impactos do empreendedorismo. Políticas e sistema de apoio ao empreendedorismo. Pesquisa em empreendedorismo. Ensino e aprendizagem do empreendedorismo. Empreendedorismo como método. Effectuation.

Bibliografia

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