

ula	Data	Tema (professor apresenta e coordena a discussão, os alunos devem ler os artigos e capítulos)	Artigos para Discussão (Coordenação dos alunos)
1	8/Ago	<p>Natureza da inovação e processo de desenvolvimento</p> <p>Introdução ao curso; apresentação alunos e professores; foco front end do processo de inovação e inovação em processos (Projeto BIOEN FAPESP: inovações na cadeia de cana e seus impactos.)</p> <p><u>Ulrich, K. T. & Eppinger, S. D. <i>Product Design and Development</i>. 4th edition. Cap. 1 – Introduction e Cap. 2 - Development Processes and Organizations. McGraw Hill (PTN)</u></p> <p><u>Estratégia de desenvolvimento: Clark, K. B. & Wheelwright, S. C. The concept of a development strategy. CAP. 2 in Managing New Product and Process Development: text and cases, 1992 (AY)</u></p>	<p>Ulrich, K. T. & Eppinger, S. D. <i>Product Design and Development</i>. 2nd edition. cap 1 – Introduction e cap 2 – Development Processes and Organizations. McGraw Hill</p>
2	15/Ago	<p>Fuzzy Front End: Introdução ao problema (PTN)</p> <p><u>Ulrich, K. T. & Eppinger, S. D. <i>U&E</i> 4th edition Cap 3 – Product Planning</u></p> <p>Vídeo NBC sobre IDEO</p> <p>U&E Cap 3 – professor(?)</p>	<p>Kim, Jongbae e Wilemon, David, "Focusing the Fuzzy Front-end in New Product Development". <i>R&D Management</i>, Vol. 32, pp. 269-279, 2002.</p>
3	22/Ago	<p>Ciclos de protótipos e testes (AY)</p> <p><u>Clark, K. B. & Wheelwright, S. C. (C&W) cap 10</u></p> <p><u>Método Scrum</u></p> <p>Inovação em processos (AY)</p> <p>Inovação em serviços</p> <p>Ren, Barriers and drivers for process innovation in petrochemical industry: a case study, Journal of Engineering and Technology Management, 26 (2009) 285-304</p> <p>FEL (Front-end loading)</p> <p>Carriquiry, M. A., Xiaodong, D. & Timilsina, G. R. Second-generation biofuels: Economics and policies. <i>Energy Policy</i> 39 (2011) 4222-4234</p>	<p><u>Thomke, S. <i>R&D Comes to Services</i>. Harvard Business Review, 2003.</u></p> <p>Usitalo & Mikkola, Revisiting the case of float glass: understanding the industrial revolution through the design envelop. European Journal of Innovation Management, Vol. 13 Iss: 1 pp.24-45, 2010</p>
4	29/Ago	<p>Dinâmica de inovação (PTN)</p> <p><u>Utterback UTTERBACK, J. Mastering the Dynamics of Industrial Innovation. Cap 5 – Innovation in non assembled products. 1994.</u></p>	<p><u>Utterback UTTERBACK, J. Mastering the Dynamics of Industrial Innovation. Cap 6 – Differences in innovation for assembled and non-</u></p>

			assembled products. 1994.
5	05/Set	Fuzzy Front End: Projeto dominante e plataforma de processo (ASJ) Vídeo Competindo pelo Futuro VHS SUAREZ <u>uarez</u> , F. F. 2004. Battles for technological dominance: an integrative framework. <i>Research Policy</i> 33 (2004) 271-286.	Meyer <u>EVER</u> , M. H. e Dalal <u>ALAI</u> , D. Managing platform architectures and manufacturing processes for non-assembled products. <i>The Journal of Product Innovation Management</i> 19 (2002) 277-293
6	19/Set	Fuzzy front end: como lidar com incertezas (AY) L <u>OCH</u> <u>och</u> , C. H.; Solt <u>OLT</u> , M. E.; Bailey <u>AILEY</u> , E. M. 2008. Diagnosing Unforseeable uncertainty in a new venture. <i>Journal of Product Innovation Management</i> , 25, 28-46.	Lynn <u>YNN</u> , G. S., Morone <u>ORONE</u> J. G. e Paulson <u>AULSON</u> , A. S. Marketing and Discontinuous Innovation: The Probe and Learn Process. <i>California Management Review</i> , Spring, 38(3). 1996. p. 8.
7	26/Set	Vínculo produto processo (PTN) Hayes, R.H., Wheelwright, S.C., 1979. Link Manufacturing Process and Product Life Cycles. <i>Harvard Business Review</i> , January-February, 127-136	Hayes, R.H., Wheelwright, S.C., 1979. The Dynamics of Process Product Life Cycles. <i>Harvard Business Review</i> , March-April, 127-136
8	03/Set	Arquitetura e plataformas (AY) <u>Yu, Figueiredo & Nascimento (2010)</u> <u>Development Resource Planning: Complexity of Product Development and the Capacity to Launch New Products. <i>Journal of Product Innovation</i></u> Estratégia de desenvolvimento (professor Alceu)- CLARK, K. B. & WHEELWRIGHT, S. C. The concept of a development strategy. <i>CAP. 2 in Managing New Product and Process Development: text and cases, 1992</i>	1a apresentação de propostas de trabalhos
9	10/Out	Gestão de carteiras de projetos (PTN) Cooper, Edgett e Kleinschmidt 2001 Fuzzy Front End: Separação e integração do desenvolvimento da tecnologia (PTN) GOMORY, R. E. From the "Ladder of Science" to the Product Development Cycle. <i>Harvard Business Review</i>. Nov/Dec. 1989. G&W 1993, relembrar trecho cap 2	Sharpe, P. e Keelin, T. How SmithKline Beecham Makes Better Resource-Allocation Decisions, <i>HBR</i>, 1998 Iansiti, M. Technology Integration: managing technological evolution in a complex environment, <i>Research Policy</i>, 24, 521-542, 1995.
10	17/Out	Gestão de carteira: Plano agregado de projetos (PTN) <u>Wheelwright & Clark 1992 – HBR</u> Fuzzy Front End: Integração estratégica (PTN) G&W cap 3	Nascimento, P. T. S. Portfolio Generation Goes Beyond Project Selection: interdependencies must drive new alternative creation. <i>Gest. Prod.</i>, São Carlos, v. 20, n. 1, p. 13-22, 2013. Gerwin 1993 CMR Integrating Manufacturing into the strategic Phases of New Product Development.
11	24/Out	Inovação em processos (AY) <u>Inovação em serviços</u> <u>Ren, Barriers and drivers for process innovation in petrochemical industry: a case study, <i>Journal of Engineering and Technology</i></u>	Uusitalo & Mikkolaikkola, Revisiting the case of float glass: understanding the industrial revolution through the design envelop. <i>European Journal of Innovation Management</i>, Vol. 13 Iss: 1 pp.24-45, 2010 Sharpe, P. e Keelin,

		Management, 26 (2009) 285-304 Gestão de carteiras de projetos (PTN) Cooper, Edgett e Kleinschmidt 2001	T. How SmithKline Beecham Makes Better Resource Allocation Decisions, HBR, 1999
2 +	31/Out	<u>Fuzzy Front End: Integração estratégica no desenvolvimento (PTN)</u> <u>Clark, K. B. & Wheelwright, S. C. C&W</u> <u>cCap 3 Gestão de carteira: Plano agregado de projetos (PTN)</u> Wheelwright & Clark 1992 HBR	<u>Gerwin 1993 CMR Integrating Manufacturing into the strategic Phases of New Product Development.</u> Nascimento, P. T. S. Portfolio Generation Goes Beyond Project Selection: interdependencies must drive new alternative creation. Gest. Prod., São Carlos, v. 20, n. 1, p. 13-22, 2013.
13	07/Nov	<u>Desenvolvimento integrado de produtos (ASJ)</u> <u>Video "Eles acertaram - Quantum" C&W cap 7</u> <u>Gerwin, D. e Barrowman, N. J. An Evaluation of Research on Integrated product Development. Management Science, 48 (7), July 2002.</u> <u>Inovação em processos (AY)</u> <u>Inovação em serviços</u> <u>Ren, Barriers and drivers for process innovation in petrochemical industry: a case study. Journal of Engineering and Technology Management, 26 (2009) 285-304</u> <u>Ciclos de protótipos e testes (AY)</u> C&W cap 10 Método Scrum	<u>Danneels, E. The Dynamics of Product Innovation and Firm Competences. Strategic Management Journal, 23: 1095-1121, 2002.</u> <u>Uusitalo & Mikkola, Revisiting the case of float glass: understanding the industrial revolution through the design envelop. European Journal of Innovation Management, Vol. 13 Iss: 1 pp.24-45, 2010</u> Thomke, S. R&D Comes to Services. Harvard Business Review, 2003.
4 +	14/Nov	<u>Fuzzy Front End: Separação e integração do desenvolvimento da tecnologia (PTN)</u> <u>Gomory OMORY, R. E. From the "Ladder of Science" to the Product Development Cycle. Harvard Business Review. Nov/Dec. 1989.</u> <u>C&W 1993, relembrar trecho cap 2</u> <u>Desenvolvimento integrado de produtos (ASJ)</u> Video "Eles acertaram - Quantum" C&W cap 7 Gerwin, D. e Barrowman, N. J. An Evaluation of Research on Integrated product Development. Management Science, 48 (7), July 2002.	<u>Iansiti, M. Technology Integration: managing technological evolution in a complex environment, Research Policy, 24, 521-542, 1995.</u> Danneels, E. The Dynamics of Product Innovation and Firm Competences. Strategic Management Journal, 23: 1095-1121, 2002.
15	21/Nov	<u>Apresentação dos trabalhos pelos alunos</u>	