

Abstract

This research aimed to identify and analyze, from a systemic approach, the factors that influence the practice of innovation in the undergraduate course of Design in Federal University of Amazonas, in order to stimulate the innovation environment in the course. In specific terms the study aimed to: a) Identify and analyze the dimensions and actors that influence and are part of the process of the search of innovation in the course; b) Identify possible obstacles that may be hindering the innovation process; c) contribute with new approaches to minimize the extension of possible barriers identified, by proposing guidelines for the management of innovation during the development of the projects in Design course. The research is characterized as a descriptive exploratory work through a case study. The literature review addressed areas related to the theme, such as: Design concepts and context of this area in Brazil and Amazonas, definitions and theoretical bases on innovation, strategic management, industrial property and systemic approach in evaluating innovation. Was studied data related to the current Political-Pedagogical Project of the course, interviews with experts in the field of Innovation and Design and also questionnaires were administered to the students, graduates and teachers with the aim of identifying factors that could be harming the innovative environment. From the data collected and the results obtained in the survey was drawn a matrix, through the DAFO technique, in which were identified and organized the strengths and weaknesses of the internal environment and the opportunities and threats of the external environment of innovation on the atmosphere of the course. From the data of the DAFO matrix was applied the Formulation by Objectives Method for the construction of the current system and subsequently a proposed management system of innovation for the Design course which consists in actions and strategies to solve the problems that were identified in the research. The results contribute to a better understanding of the innovation environment in the course and to expand the interest for the subject. It is noteworthy, however, that because it is a case study, the findings obtained in this work are limited to the course that was the target of the research, and should not be generalize to the environment of public higher education as a whole.

Keywords: Innovation; Professional Formation; Design.