



UNIVERSIDADE FEDERAL DE PERNAMBUCO  
PRO-REITORIA PARA ASSUNTOS DE PÓS-GRADUAÇÃO E  
PESQUISACENTRO DE CIÊNCIAS DA SAÚDE  
DEPARTAMENTO DE CIÊNCIAS FARMACÊUTICAS  
PROGRAMA DE PÓS-GRADUAÇÃO EM CIÊNCIAS FARMACÊUTICAS



## DISCIPLINA: TÓPICOS ESPECIAIS II - INOVAÇÃO E EMPREENDEDORISMO NO MERCADO REGULADO DA SAÚDE

**PROFESSORES RESPONSÁVEIS:** Dra. Mônica Felts de La Roca Soares

**DISCIPLINA TEÓRICA - PRÁTICA**

**CRÉDITOS:** 03

**CARGA HORÁRIA:** 45h

**CÓDIGO:** CF-941

**NÍVEL:** Mestrado e Doutorado

### OBJETIVO DA DISCIPLINA

Apresentar os conceitos, as legislações e casos relacionados à inovação e empreendedorismo voltados ao mercado de saúde devidamente regulado pela Agência Nacional de Vigilância Sanitária (ANVISA), com a finalidade de capacitar os alunos da pós-graduação na estruturação da inovação desenvolvida em seu projeto de pesquisa dentro das normativas do mercado, sendo estes aptos a se tornarem propostas reais de negócios na área da saúde, tanto para transferência de tecnologia à uma empresa interessada, quanto para a criação de uma empresa, como uma startup. Apresenta conhecimentos de notificação e registro de suplementos alimentares, cosméticos, medicamentos, produtos pra saúde e demais categorias fiscalizadas pela ANVISA.

### FORMATO DA DISCIPLINA

Explicação de conceitos, discussão de textos, seminários, atividades individuais e em grupo, trabalho em grupo (**contendo até 5 pessoas por grupo**).

### AVALIAÇÃO

#### **Tipos de Produto:**

- 1) Seminário de grupo entregue em **VÍDEO gravado** de até 20 minutos (10% NOTA FINAL)
- 2) Prova INDIVIDUAL sobre o assunto dos Seminários (GoogleForms) (10% NOTA FINAL)

#### **Trabalho CAS) sobre um produto ou serviço:**

- 3) MODELO DE NEGÓCIO tipo CANVAS em **PDF** (10% NOTA FINAL)
- 4) Análise SWOT em **PDF** (10% NOTA FINAL)
- 5) Mapa Conceitual Regulatório do Projeto em **PDF** (20% NOTA FINAL)
- 6) PITCH em **VÍDEO gravado** de até 3 minutos (15% da nota)

7) PLANO DE NEGÓCIO completo em PDF (25% da nota)

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