ABSTRACT
Objective: understanding the meanings of entrepreneurship in the nursing public university management.
Method: this is a qualitative research-driven by the methodology of Grounded Theory. Data collection will be performed through intensive interviews by the composition of sample groups, with university administrators nursing and other respondents that will arise from the analysis of data from the first sample group. For the data analysis there will be adopted the initial coding and focused coding. The research project was approved by the Research Ethics Committee, CAAE: 38390814.9.0000.0118. Expected results: disseminate entrepreneurial culture and education between teachers and students of Nursing; contribute with the consolidation and social visibility of nursing. Descriptors: Higher Education; Nursing; Universities; Organization; Management.

RESUMO
Objetivo: compreender os significados de empreendedorismo na gestão universitária pública de enfermagem. Método: pesquisa qualitativa orientada pela metodologia da Teoria Fundamentada nos Dados. A coleta de dados será realizada por meio de entrevistas intensivas pela composição de grupos amostrais, com gestores universitários de enfermagem e outros respondentes que surgirão a partir da análise dos dados do primeiro grupo amostral. Para a análise dos dados serão adotadas a codificação inicial e a codificação focalizada. O projeto de pesquisa teve a aprovação no Comitê de Ética em Pesquisa, CAAE: 38390814.9.0000.0118. Resultados esperados: disseminar cultura e ensino empreendedor entre docentes e discentes de enfermagem e; contribuir com a consolidação e visibilidade social da enfermagem. Descriptores: Educação Superior; Enfermagem; Universidades; Organização; Administração.

RESUMEN
Objetivo: comprender el significado de emprendimiento en la gestión universitaria pública de enfermería. Método: investigación cualitativa impulsada orientado por la Teoría Fundamentada. La recogida de datos se llevará a cabo a través de entrevistas intensivas por la composición de los grupos de la muestra con los administradores universitarios de enfermería y otros encuestados que se virán a partir del análisis de los datos del primer grupo de la muestra. Para el análisis de los datos se adoptarán la codificación inicial y codificación centrada. El proyecto de investigación fue aprobado por el Comité de Ética en la Investigación, CAAE: 38390814.9.0000.0118. Resultados esperados: difundir la cultura y la enseñanza emprendedora entre los profesores y los estudiantes de enfermería y; contribuir a la consolidación y la visibilidad social de la enfermería. Descriptores: Educación Superior; Enfermería; Universidades; Organización; Administración.

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data (word/word, line/line or incident/incident). Comparing initial codes with initial codes, build up focal codes which result in conceptual categories that emerge from the focal code with ideas and core processes data.13

During the collection and analysis of data, it is expected the construction of memos and diagrams. Memos are analytical notes the researcher while the diagrams are graphical representations which aims to show the complex relationships established between the data.13

At the end of the process, the aim is to draw up a schematic model with the categories raised that can be validated and to serve as a subsidy for the creation of an interpretive model.

The research project was submitted and approved under Opinion number 915.341 and CAAE: 38390814.9.0000.0118. It will be guaranteed compliance with Resolution 466/12. The National Health Council.18 All members of the research will be informed about the objectives and method of study, and have assured their rights to access the data. The free and informed consent (Appendix B) will be requested in writing, ensuring the confidentiality of the identity of the participants and the information gathered. It will be guaranteed them the freedom to participate, but also fail to take the survey at any time if they feel the need and understand what is best for them.

The confidentiality of study participants will be preserved through the adoption of numerical codes to identify their testimony in the final report of the research. The recordings of the interviews will be eliminated after transcribed, and the transcripts of the testimony will be in possession of a researcher for five years and then destroyed.

EXPECTED RESULTS

This research will allow understanding entrepreneurship in the public university management in nursing from the experiences and meanings attributed by members of the Nursing Department at UFSC.

The results encourage discussions between university administrators and boost new management practices aimed at disseminating culture and entrepreneurial education among teachers and nursing students. Moreover, contribute to the consolidation and social visibility of nursing as science, technology and innovation, promoting personal and professional development.
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