

Course Unit	Innovation Management and Entrepreneurship		Field of study	Management	
Master in	Management - Business Management		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	5009-516-1202-00-23				
Workload (hours)	162	Contact hours	T -	TP 42	PL -
			TC -	S 3	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ana Sofia Cardim Barata, Luís Carlos Magalhães Pires

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. To understand the importance of innovation for the development of enterprises and organizations.
2. To understand the cycle of innovation and to identify barriers and risks of innovation.
3. To characterize the principal models and innovation management tendency.
4. To know the necessary competences of management for the entrepreneur.
5. To know the process of argumentation and implementation of a project.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Prerequisites are not demanded.

#### Course contents

Module I: Contexts of and for Innovation. Process and innovation models. The business innovation as strategic vector. Innovation Management. Module II: Notions of Entrepreneurship. Management competences for the Entrepreneur. Networks of relationship. From idea to Business Plan.

#### Course contents (extended version)

1. Module I: Innovation Management
  - Contexts of Innovation: reasons; business attitudes; sources; types; obstacles and incentives.
  - Process and innovation models: historical perspective.
  - The business innovation as strategic vector.
  - Innovation Management: problematics of adoption and diffusion (models and restrictions).
2. Module II: Entrepreneurship.
  - Notions of Entrepreneurship: origin; definitions, perspectives; reasons to undertake some business.
  - Management competences for the Entrepreneur.
  - Networks of relationship: importance, classifications and theories.
  - From the idea to Business Plan: types, steps, documental support, financing, promoter entity.

#### Recommended reading

1. Osterwalder, A., Pigneur, Y., Smith, A., & Etienne, F. (2020). The Invincible Company: How Constantly Reinvent Your Organization with Inspiration From World's Best Business Models. John Wiley & Sons.
2. Sarkar, S. (2014). Empreendedorismo e Inovação (3.ª Ed.), Escolar Editora.
3. Satell, G. (2017). Mapping innovation: A playbook for navigating a disruptive age (Vol. 21), McGraw-Hill Education.
4. Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons Inc.
5. Vanhaverbeke, W. (2017). Managing open innovation in Smes. Cambridge University Press.

#### Teaching and learning methods

The course unit will be taught using a combination of lectures and practical classes, with resolution of case studies.

#### Assessment methods

1. Alternative 1: Continuous assessment - (Regular, Student Worker) (Final)
  - Final Written Exam - 50% (Minimum score of 7 values.)
  - Work Discussion - 50%
2. Alternative 2 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

1. Portuguese
2. English

#### Electronic validation

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21-02-2024	21-02-2024	21-02-2024	25-02-2024