

Course Unit	Management, Leadership and Entrepreneurial Skills		Field of study	Business Sciences	
Master in	Entrepreneurship and Innovation		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	Code	5054-664-1101-00-23
Workload (hours)	270	Contact hours	T -	TP 40	PL -
			TC -	S 12	E -
			OT 18	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) José Carlos Lopes, Eunice Maria Marques Neves dos Santos, Paulo Jorge Aragao Guimaraes

### Learning outcomes and competences

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

1. Present information, ideas and opinions coherently and in an effective and efficient way;
2. Understand the negotiation process, develop strategies and overcome difficulties faced;
3. Develop and apply personal resources and talents as well self-knowledge as a potential leader and/or an entrepreneur;
4. Act with confidence according to leadership competences being aware of entrepreneurial opportunities in different contexts;
5. Create and manage a public image creating a personal brand in a digital environment, this is, applying the tools available to plan, execute and analyse personal communication performance;
6. Identify, diagnoses and enhance cognitive and practical characteristics to develop an entrepreneurial potential and adapt more successfully to the challenges of a business changing environment;
7. Explore behavioural characteristics and traits of an innovative, motivated, persistent and ambitious entrepreneur.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

### Course contents

1. Communication and Negotiation; 2. Leadership and Entrepreneurship attitude; 3. Personal Brand: concepts in the digital era; 4. Entrepreneurial skills.

### Course contents (extended version)

1. Communication and negotiation
  - The communication and negotiations process and context.
  - Communication: formal and informal, verbal and non-verbal, active and effective
  - Negotiation strategies and tactics.
2. Leadership and entrepreneurship attitude
  - Leadership: values, types, impact and empowerment
  - Entrepreneurship: motivation, traits, skills and culture, opportunities, commitment and perseverance
3. Personal Brand: concepts in the digital era
  - Branding principles, reputation management, development strategies
  - Tools and media platforms
  - Social media marketing and creation of opportunities
4. Entrepreneurial skills
  - Strategic skills: strategic vision, resource management, networking and negotiation
  - Personal skills: external and internal
  - Interpersonal skills: communication, leadership, team development and conflict management

### Recommended reading

1. Gold, J. & Anderson, L. (2017). Developing Leadership and Management Skills. CIPD-Kogan Pag.
2. Shaw, H. (2017). The Global Entrepreneur. Routledge.
3. Hartley, P. & Chatterton, P. (2015). Business Communication: Rethinking your Professional Practice for the Post-Digital Age (2nd ed.). Routledge.
4. Rees, W. D. & Porter, C. (2015). Skills of Management and Leadership: Managing people in Organizations. Palgrave Macmillan.
5. Fleet, D. & Griffin, R. (2013). Management Skills: Assessment and Development (International Edition). South-Western College Pub.

### Teaching and learning methods

Learning strategies based on practice, using collaborative work. Debates, Workshops and Seminars on the contents, ensuring the development of the skills needed for future leaders and entrepreneurs. Flipped classroom approach where students lead the learning process. Reading or watching publications about the course contents and essay writing.

### Assessment methods

- Continuous Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 60% (Practical works related with the main contents of curricular units.)
  - Development Topics - 40% (Team working sessions with a discussion of topics on the development and management of the company.)

### Language of instruction

1. Portuguese
2. English

### Electronic validation

José Carlos Lopes	Joaquim Agostinho Mendes Leite	José Carlos Rufino Amaro
11-10-2023	11-10-2023	20-10-2023