

Course Unit	Entrepreneurship and Management Report		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	2	ECTS credits	10.0
Code	5054-664-1203-00-23				
Workload (hours)	270	Contact hours	T -	TP 18	PL -
			TC -	S 12	E -
			OT 40	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) António Borges Fernandes, José Carlos Lopes, Fernando Jorge Lobo Marques, Paulo Jorge Aragao Guimaraes

#### Learning outcomes and competences

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

1. Evaluate the ethical, social and commercial viability of a business idea and detect, in advance, points of possible rupture;
2. Use, constantly, specific tools and frameworks to evaluate, improve, change and develop investments and business cases;
3. Perform effective communication with the client;
4. Work effectively, ethically and responsibly within a team under pressure and uncertainty;
5. Develop a business plan and present it to a panel of investors/jury.

#### Prerequisites

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

#### Course contents

Entrepreneurship. Intrapreneurship. Education for entrepreneurship. Legal aspects for starting a business. Marketing research. Incubation of new businesses. Elaboration of the business plan.

#### Course contents (extended version)

1. Entrepreneurship and the role of the entrepreneur
2. Entrepreneurship and Intrapreneurship
3. Education for entrepreneurship
4. Legal aspects for starting a business
5. Marketing research
6. Incubation of new businesses
7. Elaboration of the business plan

#### Recommended reading

1. Carvalho, J. (2017). Inovação & Empreendedorismo (2ª Ed.). Vida Económica.
2. Steingold F. (2021). Legal Forms for Starting & Running a Small Business: 65 Essential Agreements, Contracts, Leases & Letters (12th Edition). NOLO.
3. Hisrich, R., Peters, M., & Shepherd, D. (2016). Entrepreneurship (10th Edition). McGraw-Hill.
4. Pinto, J. (2019). Project Management: Achieving Competitive Advantage (5th Ed.). Prentice Hall.
5. Silva, E. & Monteiro, F. (2014). Empreendedorismo e Plano de Negócios (2ª Ed.). Vida Económica.

#### Teaching and learning methods

Learning strategies based on practice - Learn by doing, 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 discussion of topics on the development and management of the company.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

António Borges Fernandes, José Carlos Lopes	Joaquim Agostinho Mendes Leite	José Carlos Rufino Amaro
05-03-2024	05-03-2024	09-03-2024