

Course Unit	Health Innovation and Entrepreneurship		Field of study	Health	
Master in	Applied Health Sciences - Community Intervention		School	School of Health	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	3.0
Code	5055-668-1202-00-23				
Workload (hours)	81	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O	32

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) Hélder Jaime Fernandes

#### Learning outcomes and competences

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

1. Introduce the concept of Entrepreneurship - acquire knowledge about skills and mindset development.
2. Define the concept of innovation and creativity. Understand the methods of creativity. How the innovation process is characterized.
3. Identify and evaluate business opportunities. how to do a market analysis. What methodologies to use. Understand the particularities in the health area.
4. How to prepare a business plan. And what support and financing for the creation of a company.
5. Identify the good practices of entrepreneurship and innovation in health.

#### Prerequisites

Not applicable

#### Course contents

Introduction to Entrepreneurship. Creativity and Innovation. From the Market Idea. Business plan. Support and Financing. Creation of the Company. Good practices of entrepreneurship and innovation in health.

#### Course contents (extended version)

1. Introduction to Entrepreneurship - Entrepreneurship as a competence and mindset development.
2. Criativity and innovation. Creativity methods. The innovation process. Partnerships
3. Market Analysis.
4. Business plan
5. Support and Financing - Support and funding for innovation and entrepreneurship
6. Company Creation.
7. Good practices of entrepreneurship and innovation in health - Case studies

#### Recommended reading

1. LaMantia, Laurie (2008). Espaços de inovação. In Gupta, Praveen (Ed). Inovação empresarial no séc. XXI. Vida Económica. pp227-242.
2. Gupta, Praveen (2008). Medir a inovação. In Gupta, Praveen (Ed). Inovação empresarial no séc. XXI. Vida Económica. pp267- 288.
3. Gupta, Praveen (2008). Posicionamento estratégico da inovação. In Gupta, Praveen (Ed). Inovação empresarial no séc. XXI. Vida Económica. pp243-265.
4. Ferreira, M. ; Santos, J. e Serra, F. , (2010). Ser Empreendedor – Pensar, Criar e Moldar a Nova Empresa, Edições Sílabo, Lisboa.

#### Teaching and learning methods

Theoretical lectures, group dynamics and case studies and class discussion of papers. Accomplishment accompanied by works in accordance with the thematic orientation specific. Self-guided study based on detailed description of learning outcomes and competencies.

#### Assessment methods

1. Ordinary evaluation - (Regular, Student Worker) (Final)
  - Practical Work - 100% (Individual work)
2. Exam - (Regular) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

#### Electronic validation

Hélder Jaime Fernandes	Ana Maria Gerales Rodrigues Pereira	Ana Maria Nunes Português Galvão	Adília Maria Pires da Silva Fernandes
16-04-2024	30-04-2024	30-04-2024	10-05-2024