

Course Unit	Business Development and Management		Field of study	Business Sciences	
Master in	Product and Process Innovation - Information Technology, Communications, Electronics		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	8.0
Code	5057-681-1201-00-23				
Workload (hours)	216	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O	60

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, Pedro Miguel Monteiro Rodrigues, Vera Alexandra Ferro Lebres, Fernando Jorge Lobo Marques

Learning outcomes and competences

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

1. To be able to handle the legal processes of creating a company
2. To be aware of the various accountancy systems, understanding their importance in the decision-making process
3. To elaborate a business plan
4. To formulating, implement and adjust company strategies
5. To understand the role of marketing within the companies by developing and implementing a marketing plan
6. To identify the role of human resources management in the area of company management

Prerequisites

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

Course contents

1. Process of company creation and registration. . 2. Importance of accounting in supporting management. 3. Business plan. 4. Strategic management. 5. Marketing. 6. Human resources management.

Course contents (extended version)

1. Process of company creation and registration
 - The legal regime of the national registration of collective persons (NRCP)
 - Identification number of collective person allocation (NIPC)
 - Certificate of eligibility of companies and name attribution
 - Commercial registration
 - Temporary and definitive registration
 - Registration through transcription and by deposit
2. Importance of accounting in supporting management
 - Importance and objective of financial information
 - The accounting normalization system
 - Management accounting and decision-making
 - Strategic planning and management control
3. Business plan
 - Strategic business planning
 - Elaboration of a business plan
4. Strategic management
 - Analyzing the environment and the company
 - Formulation, organization and implementation of a strategy
 - Strategic management in different contexts
5. Marketing
 - Marketing and its importance for companies
 - Creation and implementation of a marketing plan
6. Human resources management
 - Recruitment and selection of staff
 - Evaluation and management of performance
 - Career development and competencies management

Recommended reading

1. David, F. , & David, F. (2016). Strategic Management: A Competitive Advantage Approach, Concepts and Cases (16th ed.). Pearson Publisher.
2. Dorf, R. , Byers, T. , & Nelson, A. (2014). Technology Ventures: From Ideia to Enterprise (4th ed.). McGraw-Hill.
3. Horngren, C. , Datar, S. , & Rajan, M. (2014). Cost accounting - a managerial emphasis (15th ed.). Pearson Prentice Hall.
4. Rodrigues, J. (2015). Sistema de Normalização Contabilística Explicado (5ª ed.). Porto Editora.
5. Vieira, I. (2017). Guia Prático de Direito Comercial (4ª ed.). Almedina.

Teaching and learning methods

Cooperative work among students, with research-oriented on the subjects under study. "Practice-based learning" strategies will be adopted, in particular by carrying out intellectual property, market and R&D strategies needed for the implementation of new products and processes in the area of ICE technologies. Visits to the IPB research centres will be promoted.

Assessment methods

- Continious assessment - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 30% (Practical work related to the main contents of the curricular unit)
- Projects - 30% (Preparing projects and formalising applications)
- 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, Pedro Miguel Monteiro Rodrigues, Vera Alexandra Ferro Lebres	Joaquim Agostinho Mendes Leite	Ana Isabel Pinheiro Nunes Pereira	José Carlos Rufino Amaro
06-03-2024	07-03-2024	15-03-2024	16-03-2024