

Course Unit	Option 3 - Social Entrepreneurship	Field of study	Educational Sciences/Social Sciences
Bachelor in	Social Education	School	School of Education
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	4.0
Code	9084-628-3203-02-23		
Workload (hours)	108	Contact hours	T - , TP 36, PL - , TC - , S - , E - , OT 9, 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) Manuel Florindo Alves Meirinhos

### Learning outcomes and competences

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

1. Recognize the need for an entrepreneurial spirit in the Social Education, as well as acquire skills to develop a social business plan;
2. Use a set of techniques and tools aimed at supporting the generation of ideas and social projects;
3. Understand the process of innovation and firms creation;
4. Use of the Disney's Creative Strategy;
5. Understand the management cycle, the legal process of the constitution of companies and registration of brands and patents;
6. Select the best and most appropriate options for business financing;
7. Recognize its contribution to the planning process in organizations up to a strategic management;
8. Prepare a business plan for the social field.

### Prerequisites

Before the course unit the learner is expected to be able to:

Use Information and Communication Technologies at the level user (basic computer skills).

### Course contents

1- Entrepreneurship. 2- Process of creating business models. 3- Management and Strategic topics.

### Course contents (extended version)

1. Entrepreneurship:
  - Basics for entrepreneurship
  - Entrepreneurs startup, intrapreneurs and social entrepreneurs
  - Generating ideas for the social field
  - Tools to submit project or business ideas
  - Disney's Creative Strategy: the dreamer, the realist and the critic
  - Market research and opportunities
2. Process of creating business models:
  - The business concept and the critical factors of success
  - The intellectual and industrial property, registration of brands and patents
  - Business creation: legal aspects
  - Financing models, investors, contests of ideas and other incentives
  - Social Plans and Business models
3. Introduction to management and strategy:
  - Introduction to management and Strategic Planning
  - Strategic Analysis, Strategy formulation and implementation

### Recommended reading

1. Amit, R. , e Zott, C. (2020). Business model innovation strategy: Transformational concepts and tools for entrepreneurial leaders. Wiley.
2. Leitão, J. , Nabeiro I. , e Gomes, D. (Coord. ) (2014). Manual para Jovens Empreendedores: Comportamentos e Competências dos 13 aos 18 anos. Coração DELTA Editor.
3. Osterwalder, A. , Pigneur, Y. , Bernarda, G. , e Smith, A. (2015). Value Proposition Design: How to Create Products and Services Customers Want. Wiley.
4. Osterwalder, A. , e Pigneur, Y. , Smith, A. (2010), Business Model Generation, Wiley.
5. Siqueira, J. (2015). Criatividade Aplicada. Habilidades e técnicas essenciais para a criatividade, inovação e solução de problemas. Elsevier.

### Teaching and learning methods

Constructivist approach. Discussion in small group followed by discussion in large group of business ideas, models or plans, targeting the discovery and exploration of entrepreneurial, creative and innovative spirit. Presentation of business case studies. Exploration of the entrepreneurial skills and building skills in the social area.

### Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 50% (Assessment test or individual project work)
  - Projects - 50% (Projects: "Entrepreneur's Plan for one Day" and "Social Business Plan")
2. Exam Assessment - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 60% (Assessment test.)
  - Projects - 40% (Project Analysis: "Entrepreneur's Plan for one Day" and "Business Plan in the social field")

### Language of instruction

Portuguese, with additional English support for foreign students.

### Electronic validation

Manuel Florindo Alves Meirinhos	Maria Raquel Vaz Patrício	Maria do Céu Ribeiro	Carlos Manuel Costa Teixeira
07-12-2023	07-12-2023	31-12-2023	11-02-2024