

Name	Innovation and Business Modeling		Field of study	-	
Classification	Extracurricular Course/Project		School	Polytechnic Institute of Bragança	
Academic Year	2023/2024	Year of study	1	Level	-
Type	Modular	Semester	-	ECTS credits	3.0
Code	9997-946-1002-00-23				
Workload (hours)	81	Contact hours	T -	TP 27	PL -
			TC -	S -	E -
			OT 27	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) Jorge Humberto Lopes Marinho Sampaio, João Paulo Ribeiro Pereira

#### Learning outcomes and competences

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

1. Formulate a business strategy in different sectors of activity and evaluate its potential.
2. Prepare a business plan.
3. Understand the legal process of constitution and development of business activity, trademark and patent registrations.
4. Select the best and most appropriate sources of financing for the investment project to be implemented.

#### Prerequisites

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

Have a global view about innovation and entrepreneurship processes.

#### Course contents

The entrepreneur and entrepreneurship – business model; Development of a sustainable business plan.

#### Course contents (extended version)

1. Innovation and entrepreneurship
  - Innovation
  - Innovation process
  - Definition and profile of the entrepreneur.
  - Importance of entrepreneurship in regional development
  - Intrapreneurship
  - Business model canvas and value proposition canvas
2. Building a business plan
  - Business plan concept
  - Structure and components of a business plan
  - Legal concepts in companies - Business law; Labor relations; Industrial property
  - Sustainable development - Environmental, social and cooperative government impacts
  - Commercial plan - Market analysis and marketing
  - Operational plan - Processes, investment, HR and legal context
  - Financial and investment plan - Economic and financial studies

#### Recommended reading

1. T. H. Byers, R. C. Dorf, and A. Nelson, Technology Ventures: From Idea to Enterprise, 5th ed. : McGraw-Hill Education, 2019.
2. A. J. Bock and G. George, The Business Model Book: Design, build and adapt business ideas that drive business growth, 1st ed. : Pearson Business, 2017.
3. T. Mazzarol and S. Reboud, Entrepreneurship and Innovation, 3rd ed. : Tilde Publishing and Distribution, 2017.
4. A. Presse and O. Terzidis, Technology Entrepreneurship: Insights in New Technology-Based Firms, Research Spin-Offs and Corporate Environments: Springer, 2018.
5. Sarkar, Soumodip, Empreendedorismo e Inovação, 3rd ed.: Escolar Editora, 2014

#### Teaching and learning methods

Theoretical expositions that support the resolution of works and practical cases; seminars; tutorial sessions during contact hours.

#### Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100%

#### Language of instruction

Portuguese

#### Electronic validation

Jorge Humberto Lopes Marinho Sampaio	Vera Alexandra Ferro Lebres
22-02-2024	23-02-2024