

Name	Entrepreneurship	Field of study	-
Classification	Extracurricular Course/Project	School	Polytechnic Institute of Bragança
Academic Year	2022/2023	Year of study	-
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - TP - PL - TC - S 60 E - OT - O -
Level	-	ECTS credits	6.0
Code	9999-940-1011-00-22		

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 the areas of technology and information systems and assess the potential of the same.
2. Understand the process of innovation and creation of technology-based firms.
3. Prepare a business plan.
4. Understand the legal process of the constitution of companies and registration of brands and patents.
5. Select the best and most appropriate options for business financing.
6. Develop organizational vision, mission and goals consistent with those of technology-based corporations and be able to articulate them from strategic and financial perspectives.

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. Digital entrepreneurship. Innovation. Developing a Business Plan.

Course contents (extended version)

1. The Entrepreneur and Entrepreneurship
 - Definition of 'Entrepreneur'
 - Types of entrepreneurs
 - The profile of the entrepreneur
 - What is entrepreneurship?
 - Dimensions and forms of entrepreneurship
 - Entrepreneurship support with a spotlight on micro and small enterprises
 - The concept of technological entrepreneurship
2. Digital entrepreneurship
 - Importance of information systems and information technology in business
 - Strategic uses of information systems and information technology
 - Digital transformation
 - Digital entrepreneurship: Impact on business and society
 - Develop a digital entrepreneurial mindset
3. Innovation
 - Innovation and the innovation process
 - Innovation and entrepreneurship
 - Technology entrepreneurship and innovation: solving a market need using technology
4. Building a business plan
 - Business model canvas and value proposition canvas
 - Structure and components of a business plan
 - Products and services
 - The legal process of companies creation and intellectual property
 - Market and competitor analysis
 - Marketing strategy and sales plan
 - Operational plan
 - Financial and investment plan (Financial Viability)

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.

Teaching and learning methods

Presentational lessons of seminars and conferences. Individual study and consultation of literature about the subjects.

Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 60%
 - Final Written Exam - 40% (Minimum grade for the written exam: 7 points)

Language of instruction

1. English
2. Portuguese

Electronic validation

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14-10-2022	08-11-2022