

Course Unit	Enterprise Management and Entrepreneurship		Field of study	Social and entrepreneurial sciences	
Bachelor in	Biology and Biotechnology		School	School of Agriculture	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9029-510-3204-00-22				
Workload (hours)	162	Contact hours	T 30	TP -	PL 30
			TC -	S -	E -
			OT 4	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) Alda Maria Vieira Matos Gonçalves

Learning outcomes and competences

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

1. Assess the importance of business management and of its environment.
2. Do a SWOT analysis and formulate strategies.
3. Understand and apply the key concepts and tools of Marketing.
4. Analyze the economic and financial situation of the enterprise.
5. Identify the determinant factors for creating a successful enterprise.
6. Assessment of the economic and financial viability of investment projects.

Prerequisites

Before the course unit the learner is expected to be able to:
Don't have

Course contents

Fundamentals of Enterprise Management and Entrepreneurship; The entrepreneurial process; Model and business plan; Management functions: Strategic management ; Commercial management or Marketing; Human resources management and Financial management. Set up a company - legal structures, supports and regulations. Assessment of economic and financial viability of investment projects.

Course contents (extended version)

1. Introduction and fundamentals of business management and entrepreneurship
 - What it is an organization; The company: a particular case of organization
 - The systemic vision of the company; the company's stakeholders
 - Concept and importance of entrepreneurship; Entrepreneurial profile
 - The entrepreneurial process: phases and determinant factors
 - Entrepreneurship in Portugal and young entrepreneurship; current situation and conditioning factors.
2. Strategic management: mission and objectives; evaluation, choice and implementation of a strategy
 - Mission, vision and objectives of the company
 - Strategic Planning: PESTAL analysis and the 5 forces of Michael Porter.
 - Internal analysis. Critical factors of success and competitive advantage.
 - Models of strategic selection support: BCG Matrix and Product Lifecycle Theory.
 - Structuring a new business and strategic planning: SWOT analysis.
3. Commercial or marketing management
 - The market and its surroundings. Opportunity analysis
 - Market segmentation and positioning the company
 - Marketing-mix strategy
 - Strategic management and marketing strategy
4. Management of human resources: leadership and motivation; teamwork and conflict management
5. Financial management: analysis of the company economic and financial status
 - Financial Information and Financial Statements
 - Analysis of the financial balance; liquidity and indebtedness
 - Profitability analysis
 - Efficiency analysis
6. Generation and evaluation of business ideas.
7. The design of the business model and elaboration of the business plan.
8. Analysis of the economic and financial viability of investment projects
9. Setting up a new company: legal structures, support and regulations, funding and taxes.

Recommended reading

1. Instituto de Apoio às Pequenas e Médias Empresas e à Inovação. (2020). Manual do Empreendedor. Start Up Portugal, IAPMEI – Agência para a Competitividade e Inovação.
2. Kotler, P. ; Armstrong, G. Harris, L. ; He, H. (2019). Princípios de Marketing. Prentice-Hall do Brasil.
3. Neves, J. (2021). Análise e Relato Financeiro. Uma Visão Integrada de Gestão. Texto Editora. Lisboa.
4. Sousa, A. (2019). Introdução à Gestão: Uma Abordagem Sistémica. Ed. Verbo. Lisboa.
5. Teixeira, S. (2013) Gestão das organizações. Escolar Editora. 3ª Ed.

Teaching and learning methods

Lectures and class discussions aiming to involve the student in the learning process, with presentation and discussion of "real life" exercises and case study analysis, allowing the exchange of experiences and the practice of individual and group decision making, thus strengthening the learning outcomes. Tutorial sessions, enabling students to elaborate a business plan to set up a new company.

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50%
 - Intermediate Written Test - 50%
2. Alternative 2 - (Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

1. Portuguese, with additional English support for foreign students.
2. Spanish

Electronic validation

Alda Maria Vieira Matos Gonçalves	Maria Isabel Barreiro Ribeiro	Altino Branco Choupina	Paula Sofia Alves do Cabo
13-12-2022	17-12-2022	17-12-2022	31-12-2022