

Course Unit	Entrepreneurship	Field of study	Business sciences
Bachelor in	Food Engineering	School	School of Agriculture
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - TP - PL - TC - S - E - OT - O -
		Level	1-3
		Code	9087-641-3103-00-23
		ECTS credits	6.0

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) Paula Sofia Alves do Cabo

### 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 Business Management and Entrepreneurship; Entrepreneurial process; Design of the business mode; Structuring of a new business and strategic planning. Marketing strategy. Creation of the company - legal form, constitution, support and tax obligations. Analysis of economic and financial viability of investment projects. Business Plan.

### 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 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. Generation and evaluation of business ideas.
3. Design of the business model
4. Structuring a new business and strategic planning
5. Analysis of the economic and financial viability of a new business
  - Initial cash-flow; operating cash-flow and terminal cash-flow
  - Payback period; NPV and IRR
  - Financial balance, profitability and efficiency
6. Setting up a new company: legal structures, support and regulations, funding and taxes.
7. Elaboration of the business plan.
  - Value Proposition
  - Environment Analysis
  - Technological feasibility
  - Marketing feasibility
  - Economic and financial feasibility

### Recommended reading

1. SOUSA, A. (1999). Introdução à Gestão: Uma Abordagem Sistemática. Ed. Verbo, Lisboa – S. Paulo.
2. STONER, J. and FREEMAN, R. (1992). Administração. Prentice-Hall do Brasil. 5ª Ed.
3. TEIXEIRA, S. (2013). Gestão das Organizações. Escolar Editora. 3ª Ed.
4. IAPMEI (2016). Manual do Empreendedor. Start Up Portugal. IAPMEI – Agência para a Competitividade e Inovação, Abril 2016.
5. IAPMEI (2016). Guia Explicativo para a Criação do Plano de Negócios e do seu Modelo Financeiro. Start Up Portugal, IAPMEI – Agência para a Competitividade e Inovação, Abril 2016.

### 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, Supplementary, Special)
  - Projects - 60%
  - Presentations - 30%
  - Final Written Exam - 10%
2. Alternative 2 - (Student Worker) (Final, Supplementary, Special)
  - Projects - 50%
  - Final Written Exam - 50%

### Language of instruction

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

## Electronic validation

Paula Sofia Alves do Cabo	António José Gonçalves Fernandes	Elsa Cristina Dantas Ramalhosa	Paula Sofia Alves do Cabo
23-01-2024	23-01-2024	23-01-2024	09-04-2024