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Course Unit	Entrepreneurship and Project Management in Environmental Education
Field of study	Management and Administration
Bachelor in	Environmental Education
School	School of Education

Academic Year	2021/2022	Year of study	3	Level	1-3	ECTS credits	4.0
Type	Semestral	Semester	1	Code	9082-620-3105-00-21		

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)	Paulo Miguel Mafra Gonçalves, Vítor Manuel Barrigão Gonçalves

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 Technical Environmental Education, as well as acquire skills to develop a business plan in the field of environmental education;
2. Use a set of tools and techniques designed to support the generation of ideas;
3. Explore the major forms of project planning and control;
4. Know the stages of preparation, implementation and evaluation of a project in Environmental Education;
5. Know the various tools to support analysis, formulation, organization and implementation of projects;
6. Plan and execute Projects in Environmental Education.

Prerequisites

Before the course unit the learner is expected to be able to:
ITC basic skills.

Course contents

1. Entrepreneurship; 2. Project Management; 3. Software for Project Management. 4. Projects in the context of Environmental Education. 5. Project Phases; 6. Planning, Development and Evaluation of an EE project.

Course contents (extended version)

1. Entrepreneurship
   - Basic aspects of entrepreneurship
   - Techniques for generating ideas
   - Tools for submitting project ideas or business
   - Market studies and opportunities
   - Entrepreneurship: legal aspects
   - Funding models, investing entities, ideas contests and other incentives
   - Models and business plans
2. Project Management
   - What is a Project?
   - Objectives of a Project
   - What is Project Management?
   - The Project Manager
   - The project cycle
3. Software for Project Management.
   - Tools for managing time and cost
   - Techniques for planning and control of projects: GANTT, PERT and CPM
   - Excel: a management tool
   - Other methods, techniques and software tools
4. Projects in the context of Environmental Education.
   - Audience
   - Objectives
   - Expected Results
   - Team Project
   - Partners
5. Project Phases
   - Check list of tasks
   - Request quotes from suppliers
   - Schedule
   - Budget
   - Preparation of final proposal
6. Project in Environmental Education
   - Planning the project
   - Execution and Control Project
   - Project Evaluation

Recommended reading

1. Barbieri, H. (Coord) (2003). Educação e Ambiente-Temas Transversais. Edições Afrontamento.
2. Byers, T., Dorf, R., e Nelson, N. (2019). Technology Ventures: From Idea to Enterprise (4ª ed.). McGraw-Hill.
3. Díaz, A. P. (2002). Educação Ambiental como projeto. Trad. Fátima Murad 2ª ed. Artmed.
4. Leitão, J., Nabeiro, I. e Gomes, D. [Coord.] (2014). Manual para Jovens Empreendedores – Comportamentos e Competências dos 13 aos 18 anos. Coração DELTA Editor.
5. Osterwalder, A. e Pigneur, Y. (2010). Business Model Generation. 1st ed. John Wiley & Sons, Inc.

Teaching and learning methods

Theoretical presentations about the issues dealt with in the class. Group work related to the organization of environmental education projects.

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Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final)
   - Practical Work - 50% (Entrepreneur for one day (20%) Business plan (20%) Pre-project for EE-Environmental Education (10%))
   - Projects - 50% (EE Project Plan (20%); Implementation of the plan (20%); Evaluation report of the project (10%).)
2. Exam assessment - (Regular, Student Worker) (Supplementary, Special)
   - Final Written Exam - 40% (Exam)
   - Projects - 60% (Evaluation of the project phases (Pre-project, Project Plan; Project Execution and Project Report).)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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03-11-2021	05-11-2021	02-12-2021	02-12-2021