

Course Unit	Option 1 - Entrepreneurship		Field of study	Management and Administration														
Bachelor in	Portuguese Language and Portuguese Speaking Countries - Portuguese as Mother Tongue		School	School of Education														
Academic Year	2023/2024	Year of study	2	Level	1-2													
Type	Semestral	Semester	2	ECTS credits	5.0													
Code			9992-544-2204-01-23															
Workload (hours)	135	Contact hours	T	-	TP	45	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) 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 of an entrepreneurial spirit in the professionals of today's society;
2. Understand the process of innovation and firms creation;
3. Use a set of techniques and tools aimed to support the generation and presentation of ideas;
4. Use of the Disney's Creative Strategy;
5. Formulate a business model and strategy and assess the potential of the same in the field of Languages;
6. Understand the legal process of the constitution of companies and registration of brands and patents;
7. Select the best and most appropriate options for business financing;
8. Prepare a business plan for the field of Languages.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Using ICT in the perspective of the end user.

#### Course contents

1- Entrepreneurship in the field of languages. 2- The innovation and companies creation processes; 3- The processes and mechanisms for the protection of research results; 4- Design and strategy of business; 5- The legal process of companies creation and registration of brands and patents; 6- Mechanisms for business financing; 7- Preparation of business plans.

#### Course contents (extended version)

1. Entrepreneurship in the field of languages
  - Essential concepts
  - Group dynamics to support ideas generation
2. The innovation and companies creation processes
  - The concept of innovation
  - The concept of entrepreneurship
  - Disney's creative strategy: the dreamer, the realist and the critic
3. The processes and mechanisms for the protection of research results
  - The intellectual and industrial property
  - Registration of brands and patents
4. Design and strategy of business
  - The business concept
  - Evaluation of critical factors of success
5. The legal process of companies creation and registration of brands and patents
  - Different types of commercial companies
  - Key aspects of employment law
6. Mechanisms for business financing
  - The concept of risk capital
  - Engine start-up incentives
7. Preparation of business plans
  - Description of the business plan
  - The statement of investment and financing

#### Recommended reading

1. Byers, T. , Dorf, R. , & Nelson, N. (2019). Technology Ventures: From Idea to Enterprise (4ª ed. ). New York: McGraw-Hill
2. Leitão, J. , Nabeiro, I. , & Gomes, D. (Coord. ) (2014). Manual para Jovens Empreendedores: Comportamentos e Competências dos 13 aos 18 anos. Campo Maior: Coração DELTA Editor
3. Michalko, M. (2010). Thinkertoys: A Handbook of Creative - Thinking Techniques. New York: Potter/Ten Speed/Harmony.
4. Osterwalder, A. , & Pigneur, Y. (2010). Business Model Generation. New Jersey: John Wiley & Sons, Inc.
5. Thiel, P. , & Masters, B. (2014). De zero a um: O que aprender sobre empreendedorismo com o Vale do Silício. Rio de Janeiro: Editora Objetiva Ltda.

#### Teaching and learning methods

The teaching methodology is consistent with the educational goals, by that: a) Set of Lectures where the contents of the modules that integrate the curriculum unit are exposed. b) Idealization of a business idea at the beginning of the year and after the student will work towards building a business plan.

#### Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final)
  - Reports and Guides - 60% (Written report with individual presentation)
  - Final Written Exam - 40% (Final written exam)
2. Exam - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100% (Final written exam)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Vítor Manuel Barrigão Gonçalves	Manuel Florindo Alves Meirinhos	Alexandra Filipa Soares Rodrigues	Carlos Manuel Costa Teixeira
22-02-2024	22-02-2024	23-02-2024	25-02-2024