

Course Unit	Option II - null		Field of study	-	
Bachelor in	Portuguese Language and Portuguese Speaking Countries - null		School	School of Education	
Academic Year	2025/2026	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	5.0
Code	9992-825-1205-01-25				
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. ). McGraw-Hill.
2. Leitão, J. , Nabeiro, I. , & Gomes, D. (Coord. ) (2014). Manual para Jovens Empreendedores: Comportamentos e Competências dos 13 aos 18 anos. Coração DELTA Editor.
3. Michalko, M. (2010). Thinkertoys: A Handbook of Creative - Thinking Techniques. Potter/Ten Speed/Harmony.
4. Osterwalder, A. , & Pigneur, Y. (2010). Business Model Generation. John Wiley & Sons, Inc.
5. Thiel, P. , & Masters, B. (2014). De zero a um: O que aprender sobre empreendedorismo com o Vale do Silício. 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**

Vitor Manuel Barrigão Gonçalves	Manuel Florindo Alves Meirinhos	Carla Sofia Lima Barreira Araujo	Carlos Manuel Costa Teixeira
09-02-2026	25-02-2026	25-02-2026	28-02-2026