

Course Unit	Business Idea and Creativity		Field of study	Business Sciences	
Master in	Entrepreneurship and Innovation		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	Code	5054-664-1103-00-23
Workload (hours)	270	Contact hours	T -	TP 40	PL -
			TC -	S 12	E -
			OT 18	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) José Carlos Lopes, Luís Carlos Magalhães Pires, Paulo Jorge Aragao Guimaraes

Learning outcomes and competences

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

1. Manage a creative process and understand the styles of creative thinking
2. Understand the processes and methods of creative problem solving: observation, definition, representation, ideation, assessment and decision making
3. Capture and assess business opportunities, transforming ideas into opportunities and commercializing ideas and innovations
4. Identify and master the requirements needed to develop and implement useful entrepreneurship proposals
5. Develop an innovative business plan with special emphasis on commercial aspects and creating value for the brand
6. Create mechanisms to launch a business by developing plans to achieve goals and allocate resources in the implementation of those plans
7. Know the link between environment and the strategic method

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

Business Idea and creativity. Exploring the opportunity. Information system. Marketing management. Sales formats. Business plan and strategy management. New environment analysis. Innovation and relationship with strategy.

Course contents (extended version)

1. Creativity and business idea
2. Exploring the opportunities
3. Information system
4. Marketing management
5. Sales formats
6. Business plan and strategy management
7. New environment analysis
8. Innovation and relationship with the business strategy

Recommended reading

1. Hollister, S. (2017). Business Plan: The Right Way to Create a Winning Business Plan. Publisher: CreateSpace Independent Publishing Platform.
2. Kawasaki, G. (2015). The Art of the Start 2. 0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio.
3. Seeling, T. (2017). Creativity Rules: Get Ideas Out of Your Head and into the World. HarperOne.
4. Shalley, C. , Hitt, M. A. , & Zhou, J. (2016). The Oxford Handbook of Creativity, Innovation, and Entrepreneurship. Oxford University Press.
5. Zacharakis, A. , Bygrave, W. D. , & Corbett, A. C. (2019). Entrepreneurship (5th ed.). Wiley.

Teaching and learning methods

Learning strategies based on practice, using collaborative work. Debates, Workshops and Seminars on the contents, ensuring the development of the skills needed for future leaders and entrepreneurs. Flipped classroom approach where students lead the learning process. Reading or watching publications about the course contents and essay writing.

Assessment methods

- Continuous Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 60% (Practical work related with the main contents of the curricular unit)
- Development Topics - 40% (Team working sessions with a discussion of topics on the development and management of the company)

Language of instruction

1. Portuguese
2. English

Electronic validation

José Carlos Lopes, Luís Carlos Magalhães Pires 11-10-2023	Joaquim Agostinho Mendes Leite 11-10-2023	José Carlos Rufino Amaro 20-10-2023
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