

Course Unit	Innovation and Entrepreneurship		Field of study	Informatics	
Master in	Informatics		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	6.0
		Code		5060-710-1102-00-23	
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	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) João Paulo Ribeiro Pereira

#### Learning outcomes and competences

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

1. Formulate a business strategy in the areas of technology and information systems and assess the potential of the same.
2. Understand the process of innovation and creation of technology-based firms.
3. Prepare a business plan.
4. Understand the legal process of the constitution of companies and registration of brands and patents.
5. Select the best and most appropriate options for business financing.
6. Develop organizational vision, mission and goals consistent with those of technology-based corporations and be able to articulate them from strategic and financial perspectives.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Have a global view about innovation and entrepreneurship processes.

#### Course contents

Innovation.The Entrepreneur and Entrepreneurship. Developing a Business Plan.

#### Course contents (extended version)

1. Innovation
  - Innovation and the innovation process
  - Innovation and entrepreneurship
  - Technology entrepreneurship and innovation: solving a market need using technology
2. The Entrepreneur and Entrepreneurship
  - Definition of 'Entrepreneur'
  - Types and profile of entrepreneurs
  - What is entrepreneurship?
  - Dimensions and forms of entrepreneurship
  - Entrepreneurship support with a spotlight on micro and small enterprises
  - The concept of technological entrepreneurship
  - The importance and the strategic uses of Information Systems and Information Technology
  - Develop a digital entrepreneurial mindset
3. Building a business plan
  - Business model canvas and value proposition canvas
  - Structure and components of a business plan
  - Commercial viability: Products and services; Market and competition; Marketing and sales plan
  - Technical and operational feasibility: Process; Legal and intellectual property; Investment Plan
  - Economic and financial viability: Sources of financing
  - Building a business plan and execution plan

#### Recommended reading

1. T. H. Byers, R. C. Dorf, and A. Nelson, Technology Ventures: From Idea to Enterprise, 5th ed. : McGraw-Hill Education, 2019.
2. A. J. Bock and G. George, The Business Model Book: Design, build and adapt business ideas that drive business growth, 1st ed. : Pearson Business, 2017.
3. T. Mazzarol and S. Reboud, Entrepreneurship and Innovation, 3rd ed. : Tilde Publishing and Distribution, 2017.
4. A. Presse and O. Terzidis, Technology Entrepreneurship: Insights in New Technology-Based Firms, Research Spin-Offs and Corporate Environments: Springer, 2018.

#### Teaching and learning methods

Presential lessons of seminars and conferences. Individual study and consultation of literature about the subjects.

#### Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 75%
  - Final Written Exam - 25% (Minimum grade for the written exam: 7 points)

#### Language of instruction

English

#### Electronic validation

João Paulo Ribeiro Pereira	Tiago Miguel Ferreira Guimaraes Pedrosa	José Eduardo Moreira Fernandes	José Carlos Rufino Amaro
09-10-2023	25-10-2023	30-10-2023	04-11-2023