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| Course Unit | Sustainability and Entrepreneurship in the Digital Age | | Field of study | - | |
| Classification | Postgraduate Degree in Digital Transformation | | School | School of Technology and Management | |
| Academic Year | 2022/2023 | Year of study | 1 | Level | 2-1 |
| Type | Semestral | Semester | 1 | ECTS credits | 2.0 |
| | | | Code | 5062-717-1109-00-22 | |
| Workload (hours) | 54 | Contact hours | T - | TP - | 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) Ana Paula Carvalho do Monte, Jorge Humberto Lopes Marinho Sampaio

Learning outcomes and competences

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

1. Discuss and analyse sustainability issues;
2. Know the Sustainable Development Goals (SDGs) and their relevance;
3. Understand the integration of sustainability issues in environmental, social and economic systems and the relevance of the conditions, interrelations and dynamics of these systems;
4. To know the different theoretical perspectives of Social Responsibility, their dimensions as well as to identify the best practices of social responsibility and sustainability;
5. Understand the innovation process in companies and society and analyse the potential of a business idea and the degree of market opportunity;
6. Understand the legal process of establishing companies, licensing activities and trade mark registrations;
7. Select the best and most appropriate options for business financing;
8. Develop a succinct business plan.

Prerequisites

Not applicable

Course contents

Concepts of sustainability, sustainable development and social responsibility. Concept of innovation and entrepreneurship, evaluation analysis and opportunity to implement entrepreneurial initiatives, structure and business plan tools.

Course contents (extended version)

1. Sustainability and the Sustainable Development Goals (SDGs)
2. The social responsibility of organizations and public administration, a strategic approach
3. Innovation and business creation processes
4. Business strategies in the domains of information systems and technologies
5. The legal process of company creation and registration of trademarks and patents
6. Business financing mechanisms
7. The elaboration of business plans

Recommended reading

1. Faria, M. J. S. (2015). Responsabilidade Social Empresarial - Relato e análise económica e financeira. Grupo Editorial Vida Económica. Abril 2015
2. Domingues, I. (2013). Organizações, Controlo e Sustentabilidade. Edições Humus
3. Santos, M. J. & Seabra, M. (eds.). (2015). Gestão Socialmente Responsável. Repensar a Empresa. Teorias Contextos e Práticas. Edições Silabo, p. 288.
4. Esperança, J. P. & Matias, F. (2009). "Finanças Empresariais", Texto.
5. Lopes, M. (2011). "Elaboração e Análise de Projetos de Investimento", FEUP Edições.

Teaching and learning methods

Brief theoretical presentation of the themes and discussion of themes presented based on case studies.

Assessment methods

- Elaboration and presentation of a project - (Regular) (Final)

Language of instruction

Portuguese

Electronic validation

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| Ana Paula Carvalho do Monte, Jorge Humberto Lopes Marinho Sampaio | João Paulo Ribeiro Pereira | Nuno Adriano Baptista Ribeiro |
| 22-11-2022 | 23-11-2022 | 27-03-2023 |