

Course Unit	Entrepreneurship	Field of study	Management
Bachelor in	International Business Management	School	School of Technology and Management
Academic Year	2022/2023	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - TP 50 PL - TC - S - E - OT 10 O -
Level	1-3	ECTS credits	6.0
Code	8487-711-3102-00-22		

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

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

Course contents (extended version)

1. The Entrepreneur and Entrepreneurship
 - Definition of 'Entrepreneur'
 - Types of entrepreneurs
 - The profile of the entrepreneur
 - What is entrepreneurship?
 - Dimensions and forms of entrepreneurship
 - Entrepreneurship support with a spotlight on micro and small enterprises
 - The concept of technological entrepreneurship
2. Digital entrepreneurship
 - Importance of information systems and information technology in business
 - Strategic uses of information systems and information technology
 - Digital transformation
 - Digital entrepreneurship: Impact on business and society
 - Develop a digital entrepreneurial mindset
3. Innovation
 - Innovation and the innovation process
 - Innovation and entrepreneurship
 - Technology entrepreneurship and innovation: solving a market need using technology
4. Building a business plan
 - Business model canvas and value proposition canvas
 - Structure and components of a business plan
 - Products and services
 - The legal process of companies creation and intellectual property
 - Market and competitor analysis
 - Marketing strategy and sales plan
 - Operational plan
 - Financial and investment plan (Financial Viability)

Recommended reading

1. Byers, T., Dorf, R., & Nelson, A. (2018). Technology Ventures: From Idea to Enterprise 5th Edition. McGraw Hill.
2. Bock, A. (2017). Business Model Book, The: Design, build and adapt business ideas that drive business growth. Pearson Business.
3. Mazzarol, T., & Reboud, S. (2015). Entrepreneurship and Innovation. Tilde Publishing.

Teaching and learning methods

Presentational 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 - 60%
 - Final Written Exam - 40% (Minimum grade for the written exam: 7 points)

Language of instruction

English

Electronic validation

João Paulo Ribeiro Pereira	António Borges Fernandes	Nuno Filipe Lopes Moutinho	Paulo Alexandre Vara Alves
04-11-2022	06-11-2022	06-11-2022	07-11-2022