

Course Unit	Innovation and Entrepreneurship		Field of study	Business Sciences	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-3202-00-22				
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) Catarina Alexandra Alves Fernandes

#### Learning outcomes and competences

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

1. Understand the socio-economic importance of entrepreneurship.
2. Develop an entrepreneurial attitude by understanding entrepreneurial goals and behaviors.
3. Understand the importance of innovation and use it as a tool of the entrepreneur.
4. Understand and structure the process of detection and analysis of business opportunities.
5. Evaluate the potential of new businesses and the resources needed to develop and implement them.
6. Identify funding sources for new businesses.
7. Handle instruments of economic and financial analysis and demonstrate the viability of a business. .
8. Develop a business plan

#### Prerequisites

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

#### Course contents

Introduction to entrepreneurship. Innovation and creativity. From the idea to market. Support and funding. Business plan. Project planning and viability analysis. Creation of the company.

#### Course contents (extended version)

1. Introduction to entrepreneurship
  - Concept and importance of entrepreneurship
  - The profile of the entrepreneur
  - The entrepreneurial process
2. Innovation and Creativity
  - What is innovation?
  - Innovate: how, who and why?
  - The innovation process
3. From the Idea to Market
  - Ideas and opportunities
  - Market analysis
4. Support and Funding
  - Sources of funding
  - Support programs
5. Business Plan
  - What is a business plan?
  - Requirements of the business plan
  - Structure of the business plan
6. Creation of the Company
  - Legal forms
  - Formalities at the creation of a new company

#### Recommended reading

1. Duarte, C., & Esperança, J. P. (2014). Empreendedorismo e planeamento financeiro (2.ª ed.). Lisboa: Edições Sílabo. ISBN: 9789726187837.
2. Ferreira, M. P., Santos, J. C., & Serra, F. R. (2010). Ser empreendedor – Pensar, criar e moldar a nova empresa (2.ª ed.). Lisboa: Edições Sílabo. ISBN: 9789726185819.
3. Gaspar, F. (2010). O processo empreendedor e a criação de empresas de sucesso – Vença a crise, criando o seu próprio negócio (2.ª ed.). Lisboa: Edições Sílabo. ISBN: 9789726186014.
4. IAPMEI (2016). Como elaborar um plano de negócios - Guia explicativo. Lisboa. IAPMEI (2016). Guia prático do empreendedor. Lisboa.
5. Sarkar, S. (2014). Empreendedorismo e inovação (3.ª ed.). Lisboa: Escolar Editora. ISBN: 9789725922699.

#### Teaching and learning methods

Theoretical presentation of contents and analysis of case studies.

#### Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary)
  - Presentations - 10% (Presentation of the business idea.)
  - Practical Work - 65% (Development and presentation of the business plan.)
  - Final Written Exam - 25%
2. Distributed evaluation - (Regular, Student Worker) (Special)
  - Practical Work - 70% (Development and presentation of the business plan.)
  - Final Written Exam - 30%
3. Incoming and outgoing students - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 10% (Presentation of the business idea.)
  - Practical Work - 90% (Development and presentation of the business plan.)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
06-10-2022	09-10-2022	09-10-2022	09-10-2022