

Course Unit: 41308 – Setting Up a Business

Year 1 Semester 2 ISCED Code: 345 ECTS: 5

Type of Course Unit: Compulsory Delivery Mode: Face-to-face Language of Instruction: Portuguese

COURSE COORDINATOR: Fernando José Calado e Silva Nunes Teixeira

HOURS OF WORK

TOTAL HOURS	Contact Hours								Hours in autonomous work
	Theory	Theory and practice	Practical and laboratory work	Field work	Seminar	Internship	Tutorial guidance	Other	
125		27					8		90

Prerequisites (if applicable): Not applicable

LEARNING OUTCOMES (knowledge, skills and competence)

Sensitize students to the importance of an entrepreneurial attitude in today's society.

Provide future entrepreneurs with basic skills in the field of entrepreneurship and laying the foundation for the student to develop the ability to interact in a critical and enterprising way with all stakeholders involved in their business.

CONTENTS

The process of creating the company / elaboration of the business plan.

Structure of the business plan.

Executive summary.

Presentation of the company.

Mission and objectives. External analysis.

Presentation of the business.

Strategy.

Resources.

Projections and respective assumptions.

Analysis of profitability.

Impact of the investment.

Elaboration of a business plan.

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

With the proposed program content, it will be possible to achieve the learning objectives. We intend to introduce some considerations about entrepreneurship, in order to sensitize students to: The importance of innovation and the entrepreneurial attitude in today's society; Identify the structuring components of the business concept; To know the methodologies used to inventory the resources needed to implement a new business; Understand the techniques used to calculate the profitability of a new business; Identify potential sources of new business financing; And finally, understand how to structure a business plan.

TEACHING METHODOLOGIES

Theoretical classes where the essential concepts will be presented to have an entrepreneur;

Practical classes where the theoretical concepts will be applied in the formulation of the business plan;

Providing learning elements in the Moodle e-learning platform;

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

In the theoretical classes will be presented the programmatic contents.

In the practical classes it is intended that the student apply the acquired knowledge and implement a business plan.

EVALUATION METHODS

A written group assignment (100%).

MAIN BIBLIOGRAPHY

Bessant, J. e Tidd, J (2015); "Innovation and Entrepreneurship", 3rd edition, John Wiley e Sons,

Cebola, A. (2018). *Elaboração e Análise de Projectos de Investimento – Casos práticos*. 3ª Edição revista. Lisboa, Ed. Sílabo

Chichester; Duarte, C. e Esperança, J. P. (2012); "Empreendedorismo e Planeamento Financeiro"; Edições Sílabo, Lisboa;

Finch, B. (2010), " Como Elaborar um Plano de Negócios – Crie uma estratégia – Preveja a situação financeira – Produza um documento convincente, SmartBook;

Hisrich, Robert D.; Peters, Michael P.; Shepherd, Dean A. (2017), "Entrepreneurship", McGraw Hill, 10th Edition.

Sarkar, S. (2014). *Empreendedorismo e Inovação*, 3ª Edição, Escolar Editora

Timmons, J. A. & S. Spnelli Jr. (2009), "New Venture Creation-Entrepreneurship for the 21st Century", International Edition, McGraw Hill.

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