



**Course Unit: 41305 – Business Ideas**

Year 1 Semester 1 ISCED Code: 345 ECTS: 5

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

COURSE COORDINATOR: José Jacinto Bilau

**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)**

- 1) Understand the process of identification / generation of business opportunities
- 2) Know the methods for generating new business ideas
- 3) Define business opportunity and explain why such opportunities exist
- 4) Understand why social, demographic, technological, political and regulatory changes generate business opportunities
- 5) Explain the discovery of business opportunities in Kirzner and Schumpeter theories
- 6) Identify the characteristics that contribute to making an attractive opportunity
- 7) Know and apply criteria for evaluating the business opportunity
- 8) Explain the various typologies and classifications of innovation
- 9) Understand the importance of innovation as a factor of differentiation and competitive advantage
- 10) Explain what is and what are components of intellectual property

**CONTENTS**

Sources of new ideas. Methods of generating ideas. Business opportunities in Kirzner and Schumpeter's theories. Evaluation of the business opportunity. Methods of evaluating business opportunities. Innovation. Types of innovation. Legal protection of innovation.

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

- Sources of new ideas (objective 1).
- Methods of generating ideas (objective 2.).
- Business Opportunities in Kirzner and Schumpeter Theories (Objectives 3.4 and 5.).
- Evaluation of the business opportunity. Methods of evaluating business opportunities. (Objectives 6 and 7).
- Innovation. Types of innovation (objectives 8 and 9).
- Legal protection of innovation (objective 10).

## TEACHING METHODOLOGIES

The subject will be presented by the lecturer in theoretical classes, complemented with practical classes destined to the analysis and discussion of case studies related to the programmatic contents. The last two classes are intended for the presentation and oral discussion of the group works. Within the scope of the UC, a seminar on intellectual property will be promoted with the collaboration of the National Institute of Industrial Property.

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

The pedagogical approach adopted, in addition to exposure by the teacher, implies the active participation of the students in the classes, through the analysis, presentation, discussion of the proposed cases / works contributing to achieve the objectives mentioned in 3.2.4.

## EVALUATION METHODS

Evaluation:

- Preparation, presentation and discussion of a group work on the theme of the program (50%).
- Preparation of report on the seminar on intellectual property (10%).
- Individual work (40%).

The groups consist of 2 or 3 students. The themes of the works will be distributed randomly by the teacher.

## MAIN BIBLIOGRAPHY

Barringer, R. B.; Ireland, D. (2015). Entrepreneurship. 5 editions. Pearson. England.

Hisrich, R. D.; Peters, M. P.; Shepherd, D.A. (2016). Entrepreneurship. 10 editions. McGraw-Hill Education.USA.

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

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

Collection of cases and papers proposed by the teacher (updated annually).

Year of implementation: 2017/2018 | Date of approval by the Technical-Scientific Board: