

Course Unit: 41309 – New B. Manag. (II)

Year 1 Semester 2 ICSED Code: 345 ECTS: 10

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

COURSE COORDINATOR: Maria do Sacramento Basílio

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	
250		68					7		175

Prerequisites (if applicable): Not applicable

LEARNING OUTCOMES (knowledge, skills and competence)

M I - Marketing in the new business-To identify, understand and apply the main concepts and theories related to marketing;Understand the marketing environment of organizations, develop critical thinking about the importance of marketing in the strategic development of companies; To know how marketing concepts and theories can be applied within the scope of business management; Develop marketing strategies.

M II - Finance in the new business-Identify the different types of financing.Explain why personal savings and resources from family and friends are relevant to financing the initial phase of the business.Identify the main techniques of Bootstrapping and understand how they can help the entrepreneur in the initial phase of the business.Explain what crowdfunding is and what types of business projects can finance.Understand how microcredit works.

M III - Strategy in the new business List and characterize strategic options, as well as the critical elements of policy formulation.

CONTENTS

Module I - Marketing in the new business1) Brief Introduction to Marketing Concepts;
2) Marketing environment; Marketing mix;3) Market research and marketing information system;
4) Swot Analysis; Business Objectives; Variables and policies;5) Consumer Behavior;
6) The market strategy; The market; Market segmentation; Positioning;7) Product Policy;8) Price policy;9) Communication policy;10) Distribution policy;11) Marketing plan.

Module II - Finance in the new business-1) Sources of financing. 2) Savings. Family and friends. 3) Bootstrap Financing. 4) Crowdfunding. 5) Microcredit. 6)Government Support. 7) Bank credit. 8) Venture Capital. 9) Financial projections

Module III - Strategy in the new business

1) Strategic options2) Stakeholder's analysis;3) Marketing-oriented strategy: growth, penetration;4) Case studies.

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

Module I - Marketing in the new business-The field of basic concepts and marketing techniques aimed at developing skills for problem solving and decision making in the market with a view to value creation and increased competitiveness.

Module II - Finance in the new business Sources of financing (objective 1.) Savings. Family and friends (objective 2.) Bootstrap financing (objective 3.) Crowdfunding (objective 4.) Microcredit (objective 5.) Government Support (objective 6.) Bank credit (objective 7.) Venture capital (objective 8.) Financial projections (objective 9.)

Module III - Strategy in the new business -The classes are focused on developing analytical thinking. It is focused on systemic

causality.

TEACHING METHODOLOGIES

Module I - Marketing in the new business-Expositive method and interactive method

Module II - Finance in the new business-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. Some of the classes are intended for the presentation and oral discussion of the works. A seminar will be organized within UC with representatives of the different sources of funding.

Module III - Strategy in the new business -We will use expository teaching method, interrogative teaching method and demonstrative teaching method .In the field of teaching techniques it will be given particular emphasis to brainstorming. The classes will be supported by case studies.

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

The expository method aims to present the syllabus during the theoretical classes.

A practical component where we intend to illustrate real situations, through the resolution of exercises and the method of case study. The case study method aims to develop the ability to critically analyze information data and train the ability to decide based on the weighting of the various alternatives.

In the interactive method use the critical and analytical discussion in the sense of complementing the practical work.

EVALUATION METHODS

Module I - Marketing in the new business-A written individual work with weighting and a practical work.

Module II - Finance in the new business-Preparation, presentation and discussion of a group work on the theme proposed by the teacher (70%).- Group report on the seminar on financing (30%).The groups consist of 2 or 3 students. The themes of the works will be distributed randomly by the teacher

Module III - Strategy in the new business -The evaluation is supported by a group work, an individual work and an individual written work:- Group work: 50%;- Individual written work: 50%

Final Evaluation: Module I Evaluation (40%) + Module II Evaluation (40%) + Module III Evaluation (20%).

MAIN BIBLIOGRAPHY

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Kotler, P.; Armstrong, G. (2003). Princípios de Marketing. 9ª edição, Prentice Hall. Smith, J., Bliss, R.; Smith, R. (2011). Entrepreneurial Finance: Strategy, Valuation and Deal Structure, Stanford University Press.

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

Porter, Michael E. (2005). Estratégia Competitiva: Técnicas para análise de indústrias e da concorrência (2ª Edição). São Paulo. Editora Campus.

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