School of Agriculture
Course Unit Syllabus

Level of qualification:
Short cycle (TESP)
Study cycle:
Environmental Protection Systems

Course Unit: **223524** – **Entrepreneurship**

Year 1 **Semester 2** **ISCED Code: 413** **ECTS: 2,0**

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

COURSE COORDINATOR: Fernando 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	
50		**25**							**25**

Prerequisites (if applicable): Not applicable

LEARNING OUTCOMES (knowledge, skills and competence)

Develop the ability to interact in a critical and enterprising way with all stakeholders involved in your business.

CONTENTS

1. Entrepreneurship and economic development;
2. Entrepreneurship in Portugal;
3. The entrepreneurial attitude;
4. New business;
5. The process of creating new businesses;
5.1. Business ideas and identification of opportunities;
5.2. Analysis and evaluation of business opportunities;
5.3. Business plan;
5.3.1. Strategic Business Planning;
5.3.2. Products and services;
5.3.3. Market analysis;
5.3.4. Marketing plan;
5.3.5. Financial plan;
5.3.6. Implementation of the business plan.

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

The "Entrepreneurship" course aims to provide students with the knowledge and skills to develop the ability to interact in a critical and enterprising way with all the stakeholders involved in their business.

The contents foreseen for this Course address basic concepts on entrepreneurship, its importance in economic development, the profile of the entrepreneur, and entrepreneurship in Portugal and the new business. In addition to these, the curricular unit aims to enable students to identify business ideas, identify, analyze and evaluate opportunities and draw up a Business Plan.

These programmatic contents, together with the teaching / learning methodology, contribute thus to the development of the

objectives and competences to be acquired by the students at the end of the curricular unit

TEACHING METHODOLOGIES

Theoretical-practical classes, which include:

The presentation of the subject and debate with the students;

Analysis of case studies and practical exercises.

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

Given the objectives of the "Entrepreneurship" course, it is structured in theoretical-practical classes. This structure will allow the approach to the various contents and allows the accomplishment of a practical work - elaboration of a Business Plan.

The analysis of case studies contribute to the development of the competences foreseen for the Curricular Unit.

EVALUATION METHODS

Carrying out a theoretical test and a practical group work..

MAIN BIBLIOGRAPHY

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IAPMEI (2006), “Como Elaborar um Plano de Negócios: O Seu Guia para um Projecto de Sucesso”, disponível em http://www.iapmei.pt/resources/download/GuiaPraticodoCapitaldeRisco2604.pdf.

Braz, M. P. (2007). Gestão para empresários que querem crescer, Lisboa. Editorial Presença.

Bornstein, D. (2007). Como mudar o mundo: Os empreendedores Sociais e o poder de novas ideias, Lisboa, Estrela Polar.

Ferreira, M. P. et al. (2008). Ser empreendedor: pensar, criar, e moldar a nova empresa, Lisboa, Sílabo.

Santos, Filipe; Carvalho, Isabel Lopo; Salvado, João Cotter (2013), Manual para Transformar o Mundo, Lisboa, Fundação Calouste Gulbenkian

Carvalho, Kuis Cagica; Costa, Teresa Gomes (2015), Empreendedorismo - Uma Visão global e integradora, Lisboa, Edições Sílabo.

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