

Course Unit: 935019 - Entrepreneurship

Year 2 Semester 3 ISCED Code: 413 ECTS: 2,0

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

Language of Instruction: Portuguese

COURSE COORDINATOR: José Descalço 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	
50		24							26

Prerequisites (if applicable): Not applicable

LEARNING OUTCOMES (knowledge, skills and competence)

- Raising awareness on the importance of an entrepreneurial attitude in today's society
- Understand the process of identifying / generating business opportunities
- Know and apply criteria for evaluating the business opportunity
- Identify the structural components of the business concept
- Know the methods used to inventory the resources needed to implement a new business
- Understand the techniques used to calculate financing needs and profitability of a new business
- Identify potential funding sources for new business
- Develop a business plan

CONTENTS

- Entrepreneurship and economic development
- The entrepreneurial attitude
- Ideas and identification of business opportunities
- Analysis and evaluation of business opportunities
- Financial planning for new business
- Financing new business
- Business plan
- Implementation of business plan

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

The first two points of the syllabus intend in general to sensitize the students towards an entrepreneurial attitude in today's society. Points 3 to 8 of the syllabus, whose development corresponds to $\frac{3}{4}$ of contact hours, meets the other curricular unit objectives.

TEACHING METHODOLOGIES

A matéria base, relacionada com a estruturação e desenvolvimento do processo de análise e implementação de uma

oportunidade de negócio, será apresentada pelo docente em aulas teórico-práticas. A abordagem pedagógica adoptada conduz a que os alunos desenvolvam um plano de negócios. Esta abordagem implica a sua participação activa nas aulas, através da discussão e apresentação oral do trabalho desenvolvido.

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

The proposed teaching methodologies stimulate the student's ability to identify a real business opportunity. Allow its prior discussion in the group; allow negotiation between group members and lead to the development of a critical analysis following the confrontation with the views expressed by the teacher and other students in the class. They are also an excellent opportunity for students to test their ability to work as a team.

EVALUATION METHODS

- Realização de um trabalho individual ou em grupo
- Participação na discussão dos trabalhos de grupo da turma

MAIN BIBLIOGRAPHY

Sarkar, S. (2010). Empreendedorismo e Inovação, 2ª Edição, Escolar Editora

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

Bygrave , W.D. and Zacharakis , A. (2004). The Portable MBA in Entrepreneurship (The (6) Portable MBA Series), 3rd edition, A.L. (Editors), New York: Wiley.

Hisrich, R., Peters M. e Shepherd D. (2010) Entrepreneurship (8th Ed.). Boston: McGraw Hill.

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