

INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Code: 15867

Main Scientific Area: Business management

Lecturer: Oscarina Susana Vilela da Conceição

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The unit will develop the basis for innovative and creative thinking in students and develop confidence for students to innovatively and proactively think

To provide skills and training to identify entrepreneurs who act as change agent, able to identify, able to accelerate the creation, dissemination and application of ideas.

Learning Outcomes

The general knowledge and skills to be acquired are:

1. Spread and stimulate entrepreneurial characteristics;
2. Contribute to the acquisition of skills in implementing and evaluating a business entrepreneur;
3. Supporting the perception and search for business opportunities in order to maximize the economic exploitation of knowledge and ideas of the students;
4. Contribute to the perception of innovation as a strategic decision to create a competitive advantage for the company; 5. Studying several cases of successful and unsuccessful entrepreneurs

Course Contents

- Introduction to the themes of Innovation and Entrepreneurship. Context and relevance in the global economy and competitiveness of organizations.
- Innovation Management.
- Innovation: Concepts and models.
- Appropriability Strategies
- Key national indicators and Europeans.

- Introduction to the processes of systematic innovation.
- Innovation as a strategic decision
- Entrepreneurship.
- Entrepreneurship: Definitions and key concepts.
- The importance of the entrepreneurship in economic and social development
- Entrepreneurship process
- The Business Plan.
- Aims and distinctive role of a Business Plan "innovative" in the face of a more traditional business plan.
- Detailed explanation of the objectives to be achieved with the Business Plan to be worked within the subject of "Innovation Management and Entrepreneurship."
- Preparation, presentation and defense of a Business Plan.

Recommended Bibliography

- Hirsch, R., Peters, M., P. Shepherd, D. (2017). Entrepreneurship. New York: McGraw-Hill.
- Davila, T., Epstein, M. Shelton, R. (2013). Making Innovation Work: How to Manage It, Measure It, and Profit. New Jersey: Pearson Education, Inc.
- Ferreira, M., Santos, J., Serra, F. (2008.) Ser Empreendedor – Pensar, Criar e Moldar a nova Empresa. 1ª Edição. Lisboa: Edições Sílabo.
- Osterwalder, A. Pigneur, Y. (2011). Criar Modelos de Negócio. Lisboa: Dom Quixote
- Sarkar, S. (2014). Empreendedorismo e Inovação. Lisboa: Escolar Editora.
- Skarzynski, P. Gibson, R. (2013). Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates. Brighton: Harvard Business Review Press.
- Tidd, J., Bessant, J. (2018) Managing Innovation – Integrating Technological, Market and Organizational Change. New Jersey: John Wiley Sons, Inc.

Learning and Teaching Methods

It is intended to extend the theoretical framework for the students so that they can critically analyze the reasons and context in which businesses operate, in particular, the company's external environment, industry structure where it is integrated and its reference market. By applying some instruments, students have an approximation to the reality of the context, minimizing the risk and uncertainty characteristic of our times, in order to increase the competitive

advantage over its competitors. It is also intended to prepare students to critically develop the knowledge acquired in this unit and apply it in the real context.

Assessment Methods

Continuous evaluation methodology:

Practical work in Group: 50%

Individual Pitch: 20%

Test: 30% (minimum grade: 8 values);

This evaluation component (practical work and pitch) can not be made or postponed for the time of examinations.

Exam Evaluation- Test (100%)