

EMPREENDEDORISMO E INOVAÇÃO EM TURISMO

Code: 21726

Main Scientific Area: Business management

Lecturer: Oscarina Susana Vilela da Conceição

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

Objectives

- Enable students to areas of knowledge like Entrepreneurship and Innovation.

- Provide expertise to identify and train entrepreneur' managers operating on the tourism sector as agents of change with the ability to identify, accelerate the creation, dissemination and application of ideas.

- Learn how to calculate risks, assume failures and identify business opportunities.

- Learn how to describe the entrepreneurial process from conception of the idea to its implementation in the market.

- Understand the factors that promote and limit entrepreneurship, whether associated with the entrepreneurs characteristics whether related to the dimensions of the external environment, both at the national and international level.

- Understand the importance of RD opportunities, technological based ideas and innovations.

- Understand the various functional aspects of a small business.

- Studying several cases of successful and unsuccessful entrepreneurs in the tourism sector

Learning Outcomes

The knowledge and skills to be acquired are as follows:

- 1st. Disseminar and stimulate entrepreneurial characteristics;
- 2nd. Contribute to the acquisition of skills in implementing and evaluating a business entrepreneur;
- 3rd. Supporting the perception and pursuit of business opportunities in order to maximize the economic exploitation

of knowledge and ideas of the students;

4th. Studying several cases of successful and unsuccessful entrepreneurs.

Course Contents

I - Introduction

II – Entrepreneur Competences

III - Entrepreneurship process

IV – The business plan

V - The environment for entrepreneurship

VI.- Innovation: concept and process

Recommended Bibliography

Atelijevic, J. Page, S. (2011). Tourism Entrepreneurship: International Perspectives. Loxford: Elsevier.

Duarte, C. Esperança, J. (2014). Empreendedorismo e Planeamento Financeiro. Lisboa: Edições Sílabo.

Ferreira, M., Santos, J. Serra, F. (2010). Ser empreendedor: Pensar, criar e moldar a nova empresa. Lisboa: Edições Sílabo.

Hirsch, R; Michael, P. Shepherd, D. (2017). Entrepreneurship. NY: McGraw-Hill,

IAPMEI (2016). Como Elaborar um Plano de Negócios: Guia Explicativo. Lisboa: IAPMEI

Sarkar, S. (2010). Empreendedorismo e Inovação. Lisboa: Escolar Editora.

Silva, F. (2001). Manual do Empreendedor. Lisboa: Bertrand.

Learning and Teaching Methods

UC's program focuses on issues of innovation and entrepreneurship. The main purpose of UC is to provide students with skills to advance a business idea and prepare a business plan. The course contents are suitable for this purpose, since develop topics as the business idea, the environmental analysis of the business, the business plan and teach to question the concept of innovation.

Assessment Methods

Continuous evaluation methodology:

Presence at least 2/3 of classes to go to continuous assessment;

Involvement and attitude – 20%

Practical work- Innovation on Tourism - 30%.

Practical work- Business Plan - 30%.

Pitch – 20%

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