INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Code: 21729

Main Scientific Area: Business management

Lecturer: Teresa Maria Leitão Dieguez

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 25h Total Workload: 110h

ECTS: 5,0

Objectives

· To enable students to the fields of knowledge in areas such as Entrepreneurship and Innovation.

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

· To learn how to calculate risks, assume failures and identify business opportunities.

· To learn how to describe the entrepreneurial process: from the idea's conception to its implementation in the market.

· To understand the factors that promote and limit entrepreneurship – entrepreneurs' characteristics, and the external environment of the industry, both at a national and international level.

· To understand the importance of RD: opportunities and technology-based innovations ideas.

· To understand the various functional aspects of a small business.

· To have the ability to understand the steps involved in starting a business from the desire or need to be an entrepreneur, identification of the idea and its market implementation.

Learning Outcomes

· To understand the importance of the context and market positioning of the organization.

· To evaluate changes and listening trends

· To feel and understand the market.

· To understand and know how to develop a relevant Business Plan

· To develop communication skills (oral and written).

· To promote ability and critical reasoning.

· To raise the ability to submit projects to programs targeted for funding entrepreneurship.

· To be the promoter of the course and the interface between IPCA and the market.

· To use the usual tools of financial evaluation of investments

Course Contents

· Introduction to Innovation and Entrepreneurship. Context and relevance in the globalized economy and in the competitiveness of organizations.

· Innovation. Definitions and key concepts.

· Key national indicators and Europeans.

· Introduction to the processes of systematic innovation.

· Innovation Management. How to improve the innovative capabilities of enterprises.

· Types of Innovation. Innovation activities.

· Research and Development.

· Impact of Innovation in Organizations: Applying the Innovation Scoring (COTEC).

· Conditions incentive vs barrier to innovation.

· Introduction to Entrepreneurship.

· Influence of social, cultural and political variables.

· GEM - Global Entrepreneurship Monitor.

· Conditioning Entrepreneurship: Financing, Government Programs and Policies, Education and Training, Technology Transfer, Opening Markets Internal infrastructure support; Cultural and Social Norms.

· Recognition of Opportunities and Ideas. Innovation and Invention. Research and Development.

· Development, Research and Innovation. Technology transfer.

· Franchising.

· Marketing, Markets and Market research. SWOT Analysis and 5 Forces: Porter’s model.

· Analysis of the industry, customers and competitors

· Legal Aspects in the creation of a company

· The creation of the team

· Funding

· Economic and financial aspects

· Investment

· The Business Plan

Recommended Bibliography

· Brian, F. (2012). “Como Elaborar um Plano de Negócios. Editora Smartbook, 2012

· Ferreira, M., Santos, J. e Serra, F. (2008). “Ser empreendedor: Pensar, criar e moldar a nova empresa”. Edições Sílabo, 2008

· Freire, A. (2011). “Inovação – Novos Produtos, Serviços e Negócios para Portugal”. Editora verbo, 2000.

· Silva, E. e Queirós, M. (2011) “Gestão Financeira – Análise de Investimentos”. Editora vida Económica, 2011.

· Soares, I., Moreira, J., Pinho, C., Couto, I. (2007). “Decisões de Investimento – Análise Financeira de Projetos”. Edições Sílabo, 2007

· Como Elaborar um Plano de Negócios: O SEU GUIA PARA UM PROJECTO DE SUCESSO. IAPMEI

· Modelo de Plano de Negócios. IAPMEI

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.

Assessment Methods

• Final classification

• 10% - Factors that favor the functioning of the Group

• 10% - Factors that benefit the pedagogical objectives

• 80% - Various evidence, including defense and presentation of BP

- Normal season exam and Resource season

• 100% - Delivery, defense and presentation of a Business Plan