

FUC - Ficha de Unidade Curricular

Curricular Unit's File

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| Code | L5033 |
| Name (PT) | Empreendedorismo |
| Name (EN) | Entrepreneurship |
| Regime | Semestral |
| Level | 1.º Ciclo |
| Teaching language | Português , Inglês |
| School | Escola de Gestão (EG) |
| Departament | DMOGG |
| Scientific area | Gestão Geral |
| Responsible academic staff | Gonçalo José Torres Pernas |
| Pre-requisites | Not applicable |
| Objectives | The general goal is to provide a background with practical application of important concepts applicable to entrepreneurial environment. In addition to creative aspects, other key business areas will be addressed from an entrepreneurial perspective. |
| Learning outcomes | <ol style="list-style-type: none"> 1. To obtain a reasonable understanding of essential entrepreneurial business principles; 2. To identify and assess the knowledge, attitudes, and skills of an entrepreneur; 3. To study/observe entrepreneurial settings and entrepreneurial role models; 4. To identify and develop a business opportunity, looking at the various stages of the entrepreneurial process |
| Syllabus | <ol style="list-style-type: none"> I. Entrepreneur, entrepreneurship and society <ol style="list-style-type: none"> 1. The nature of entrepreneurship 2. The evolution of thinking on entrepreneurship ? the citizen (and the Government?) as an entrepreneur and an innovator 3. Environment, entrepreneurial personality, entrepreneurial option and types of entrepreneurs 4. Understanding and dealing with (un)success 5. Entrepreneurship and (economic) development II. The entrepreneurial process <ol style="list-style-type: none"> 1. Identifying the business opportunity 2. Developing the business concept 3. The value proposition 4. Determining the required resources 5. Acquiring/attracting the required resources 6. Implementation and sustainable development 7. Exit strategy |
| Assessment | <ol style="list-style-type: none"> 1. INDIVIDUAL <ol style="list-style-type: none"> 1.1-Class attendance and participation-10% 1.2-Business concept presentation - 20% 1.3-Final Exam (Minimum of 8/20)-30% 2. GROUP (MINIMUM OF 10/20) <ol style="list-style-type: none"> 2.1-Presentation-20% 2.2-Written Report-20% <p>NOTES</p> <ul style="list-style-type: none"> - Class attendance and participation in class discussion is expected and absences will affect the final grade. - The due dates for assignments and workgroups are non-negotiable and late submission of assignments is penalized. |
| Teaching methodology | <ol style="list-style-type: none"> 1. A typical class includes: <ol style="list-style-type: none"> 1.1-Presentation of the objectives. 1.2-Once provided with the necessary theoretical and conceptual background, students are stimulated to engage in brief discussions. 1.3-Assignments and case studies are provided in order to develop the critical thinking. 2. Some classes also include: <ol style="list-style-type: none"> 2.1-Project tutorial discussions; 2.2-Entrepreneur guest lectures; 2.3-Value proposition presentations. <p>Students must be prepared for the classes they are attending.</p> |

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| Demonstration of the syllabus coherence with the curricular unit's objectives | LG:1 - Outline: I1, I2, I3, I5 LG:2 - Outline: I2, I3, I4 LG:3 - Outline: I3, I6 LG:4 - Outline: II1 a II6 |
| Demonstration of the coherence between the teaching methodologies and the learning outcomes | LG:1 - T-I process: 1.1; 1.2; 1.3 LG:2 - T-I process: 1.1; 1.2; 1.3 LG:3 - T-I process: 1.1; 1.2; 1.3 LG:4 - T-I process: 2.1; 2.2; 2.3 LG:1 - Grading: 1.1; 1.2; 1.3; 2.2 LG:2 - Grading: 1.1; 1.3 LG:3 - Grading: 1.1; 1.2; 1.3 LG:4 - Grading: 1.1; 2.1; 2.2; 2.3 |
| Main Bibliography | ISCTE Business Scholl (2012), Entrepreneurship @ IBS - BsC Sarkar, S. (2009), Empreendedorismo e Inovação, 2ª Edição, Escolar editora |
| Complementary Bibliography | |