

Course Unit	Entrepreneurship	Field of study	Management
Bachelor in	International Business Management	School	School of Technology and Management
Academic Year	2020/2021	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	8487-711-3102-00-20		
Workload (hours)	162	Contact hours	T - TP 50 PL - TC - S - E - OT 10 O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) João Paulo Ribeiro Pereira

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Design a process of scientific research or technological development.
2. Understand the process of innovation and creation of technology-based firms.
3. Know the procedures and mechanisms for protection of research results.
4. Formulate a business strategy in the areas of technology and information systems and assess the potential of the same.
5. Understand the legal process of the constitution of companies and registration of brands and patents.
6. Select the best and most appropriate options for business financing.
7. Identify the different methodologies, techniques and tools to support the qualitative and quantitative investigation processes.
8. Prepare a business plan.

Prerequisites

Before the course unit the learner is expected to be able to:
Have a global view about the research, innovation and entrepreneurship processes.

Course contents

The research and technological development processes. The innovation and companies creation processes. The processes and mechanisms for the protection of research results. Business strategies in the areas of technology and information systems. The legal process of companies creation and registration of brands and patents. Mechanisms for business financing. Preparation of business plans.

Course contents (extended version)

1. The research and technological development processes
 - Quantitative Methods
 - Qualitative methods
2. The innovation and companies creation processes
 - The concept of technological innovation
 - The concept of technological Entrepreneurship
3. The processes and mechanisms for the protection of research results
 - The intellectual and industrial property
 - Registration of brands and patents
4. Business strategies in the areas of technology and information systems
 - The business concept.
 - Evaluation of critical factors of success
5. The legal process of companies creation and registration of brands and patents
 - Different types of commercial companies
 - Key aspects of employment law
6. Mechanisms for business financing
 - The concept of risk capital
 - Engine start-up incentives
7. Preparation of business plans
 - The statement of investment
 - The statement of financing

Recommended reading

1. T. H. Byers, R. C. Dorf, and A. Nelson, Technology Ventures: From Idea to Enterprise, 5th ed. : McGraw-Hill Education, 2019.
2. A. J. Bock and G. George, The Business Model Book: Design, build and adapt business ideas that drive business growth, 1st ed. : Pearson Business, 2017.
3. T. Mazzarol and S. Reboud, Entrepreneurship and Innovation, 3rd ed. : Tilde Publishing and Distribution, 2017.
4. A. Presse and O. Terzidis, Technology Entrepreneurship: Insights in New Technology-Based Firms, Research Spin-Offs and Corporate Environments: Springer, 2018.

Teaching and learning methods

Presential lessons of seminars and conferences. Individual study and consultation of literature about the subjects.

Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100%

Language of instruction

English

Electronic validation

João Paulo Ribeiro Pereira	António Borges Fernandes	Alcina Maria Almeida Rodrigues Nunes	Paulo Alexandre Vara Alves
30-10-2020	10-11-2020	14-11-2020	15-11-2020