

Course Unit Description - (EMINO)

(Enterprising and Innovation)

(Mestrado em Engenharia Electrotécnica - Sistemas Eléctricos de Energia)

Academic year: 2009/2010

Subject group: Gestão

	Semestral	Compulsory
Mode of study	Diurno	Hours/Week T-Teórica
Year	2 ^o	PL-Prática-Laboratorial
Semester	1 ^o	OT-Orientação Tutorial

ECTS 5

Objectives

Throughout the course will be given a special focus to entrepreneurship and business development. The main objective of the course is to train entrepreneurs capable of leading projects, either on own account or as workers in an organization. Alongside this main objective, the course will help the student to develop management and leadership. Therefore, the student will develop the necessary skills to transform ideas and technologies into businesses and enterprises. The discipline also works as an approximation of students to institutions aimed to support innovation and start-up enterprises.

Course Contents

- 1 - Entrepreneurship and business development
- 2 - Business strategy and marketing planning
- 3 - Innovation management
- 4 - Financial planning and new business evaluation
- 5 - Financing of new business
- 6 - Legal and fiscal framework for starting a company
- 7 - Preparation of a business plan

Recommended reading

Mandatory Reading

- Hisrich, R.; Peters M.; Shepherd D.; Entrepreneurship 7/e, McGraw-Hill
- Katz Jerome A.; Green Richard P.; Entrepreneurial Small Business, McGraw-Hill

Further reading

- Deakins D.; Freel M.; Entrepreneurship and Small Firms 4/e, McGraw-Hill
- Timmons J.; Spinelli, S.; New Venture Creation: Entrepreneurship for the 21st Century, McGraw-Hill
- Silva, Fábio Gerales; Manual do Empreendedor, Bertrand Editora
- Druker, Peter; Inovação e Espírito Empreendedor – Prática e Princípios, Thomson Ploneira, 1986, Brasil
- Druker, Peter; Inovação e Gestão, Editorial Presença, 1997, Lisboa
- Gordon, Michael E.; Entrepreneurship 1001, Trump University; Wiley, 2007, USA

Teaching Methods

The prime concern in the teaching/learning methodology is to help the student to reach the objective of doing a business plan. Therefore, the whole activity discipline will be focused on student and in the idea of business that he should propose and which serves for the preparation of the Business Plan. The course will be taught alternating the presentation of the concepts with the practical application of these concepts to the business plans which the student is developing. In some cases, the work in the business plans will be complemented with the presentation of case studies prepared by the professor.

Assessment methods

The student assessment results from a weight average including a practical work (development and presentation of a business plan) – done in working groups, classes, and an individual test at the end of the discipline.

- i) Business plan (intercalary reports and presentations): 30%
 - ii) Final report and presentation of the business plan: 40%
 - iii) Individual test: 30%
- (Practical work total weight in the assessment: 70%)

For the students with dismissal of evaluation during the classes, the assessment is processed through a practical work (development and presentation of – done individually (50%), and a global test (50%).

	Name
Teacher responsible:	Carlos Jorge Pereira Freitas (CPF)

Lecturer:

Carlos Jorge Pereira Freitas (CPF)