

## Course Unit Description - (GINCO)

(Innovation and Knowledge Management)

(Mestrado em Engenharia Electrotécnica e de Computadores)

Academic year: 2009/2010



### Subject group: Gestão

#### Semestral Compulsory

<b>Mode of study</b>	Diurno	<b>Hours/Week</b>	T-Teórica	2
<b>Year</b>	2 <sup>o</sup>		PL-Prática-Laboratorial	2
<b>Semester</b>	1 <sup>o</sup>		OT-Orientação Tutorial	1

ECTS 6

### 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, people 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 skills in 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 a vehicle for approximation of students to institutions aimed to support innovation and star-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
- 8 - Technology transfer and property systems

### 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-
- Ian Cooke, Paul Mayes; Introduction to Innovation and Technology Transfer, House, 1996

#### Further reading

- Deakins D.; Freel M.; Entrepreneurship and Small Firms 4/e, McGraw-
- Timmons J.; Spinelli, S.; New Venture Creation: Entrepreneurship for the McGraw-Hill
- Silva, Fábio Gerales; Manual do Empreendedor, Bertrand Editora
- Druker, Peter; Inovação e Espírito Empreendedor – Prática e Princípios, Pioneira, 1986, Brasil
- Druker, Peter; Inovação e Gestão, Editorial Presença, 1997, Lisboa

### 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 of the 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 students are 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, during the 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%  
(Practical work total weight in the assessment: 70%)
- iii) Individual test: 30%

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

	Name
<b>Teacher responsible:</b>	Carlos Jorge Pereira Freitas (CPF)
<b>Lecturer:</b>	Carlos Jorge Pereira Freitas (CPF)