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| <b>POLI</b><br>ESCOLA SUPERIOR<br>TECNOLOGIA<br>GESTÃO<br><b>TÉCNICO</b><br><b>GUARDA</b> | <b>SUBJECT DESCRIPTION</b> | <b>MODELO</b><br>PED.013.03 |
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|   |                            |                      |           |              |              |   |
|---|----------------------------|----------------------|-----------|--------------|--------------|---|
| Course  | Human Resources Management |                      |           |              |              |   |
| Subject   | Entrepreneurship           |                      |           |              |              |   |
| Academic year   | 2023/2024                  | Curricular year      | 3rd       | Study period | 2nd semester |   |
| Type of subject   | Compulsory                 | Student workload (H) | Total: 84 | Contact: 45  | ECTS         | 3 |
| Professor(s)  | Vítor Gabriel              |                      |           |              |              |   |
| <input checked="" type="checkbox"/> Area/Group Coordinator<br><input type="checkbox"/> Head of Department | (select)                   | Amândio Baía         |           |              |              |   |

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

It is intended that the student obtain knowledge and skills in the area of entrepreneurship, through the promotion of challenges and new opportunities. Thus, the student must become an entrepreneur who is by nature a concerned stakeholder to sustainable development and the relationships of trust and respect for the other stakeholders and, above all, should have a powerful idea for triggering positive social change, with creativity, ability, determination and drive to turn it into reality. It is intended that the student face the professional future with determination to actively seek growth opportunities of products / activities and to turn them into their own benefit and the community.

### 2. PROGRAMME

#### Chapter 1 – The Entrepreneurship

- 1.1. Motivation and entrepreneurial profile

#### Chapter 2 - Analysis and detection of opportunities

- 2.1. Business ideas
- 2.2. Market analysis and opportunities identification techniques

#### Chapter 3 - The business plan

- 3.1. Strategic and operational business plan
- 3.2. Financial plan

#### Chapter 4 - Negotiation Techniques

#### Chapter 5 - Business Legislation

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives(O) to reach and competences(C) to acquire defined the syllabus topics as follows:

Chap.1 and Chap.2:O- Identify challenges and opportunities to entrepreneurship/ C-

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Understand the specifics of entrepreneurship;

Chap.3, Chap.4 and Chap.5:O- Cement the information and knowledge obtained during the training plan through the crossing of information in a practical orientation and real application/C- Achieve delineate entrepreneurial projects.

#### 4. MAIN BIBLIOGRAPHY

- Blank, S. (2012). 1: The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. K & S Ranch.
- Ferreira, M., Serra, F., Reis, N., Santos, J. (2022). *Empreendedorismo, Conceitos e fundamentos para a criação da nova empresa*. Ed. Sílabo.
- Ferreira, M., Santos, J., Serra, F. (2010). *Ser Empreendedor – Pensar, Criar e Moldar a Nova Empresa*. Ed. Sílabo.
- Gabriel, V. (2022). *Fundamentos de Matemática Financeira*. Silabas & Desafios.
- Gabriel, V. (2022). *Aplicações de Matemática Financeira com Excel*. Silabas & Desafios.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (1o)*. New Jersey: John Wiley and Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer)*. Wiley.
- Ries, E. (2017). *The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth*. Currency.
- Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York: Crown Business.

#### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: lecture, group work, debate, workshops, field work, observation of processes, problem solving, individual research and case studies.

Students evaluation:

Students select their assessment from the following:

Ongoing assessment – one written test (50%) + group work (50% - Business Plan), or Exam – one written test (100%), including students who did not reach a score greater than or equal to 10/20 in ongoing assessment.

#### 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, debate, case studies and workshops will cement the information and knowledge through cross-checking a practical guidance and real application.

Group work, individual research and fieldwork aim that students can be entrepreneurs with the final presentation of a business plan.

Debate, observation of processes and problem solving with tutorial orientation best consolidate their knowledge.

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## 7. ATTENDANCE

The students, including the student-workers, who opt for ongoing assessment has the **obligation** to fulfil the minimum class attendance.

## 8. CONTACTS AND OFFICE HOURS

**Professor:** Vítor Gabriel

**Email:** [vigab@ipg.pt](mailto:vigab@ipg.pt)

**Phone Number:** +351 271 220 111 – ext.1217

**Office:** 17

**Office Hours:** Wednesday from 14:00-15:30

## DATE

7 de março de 2024

## SIGNATURES

*Professor(s), Area/Group Coordinator or Head of Department signatures*

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

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