

<b>POLI</b> <b>ESCOLA SUPERIOR</b> <b>TURISMO</b> <b>HOTELARIA</b> <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.014.03
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Course	Tourism and Leisur					
Subject	Entrepreneurship and Innovation Applied to Tourism					
Academic year	2023/2024	Curricular year	3rd	Study period	1st semester	
Type of subject	Elective	Student workload (H)	Total: 135	Contact: 60	ECTS	5
Professor(s)	Adriano Azevedo Costa					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Gonçalo Poeta Fernandes				

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

- Define and understand the concepts of entrepreneurship and innovation, and its interconnection with the catering area;
- Analyze and evaluate opportunities and business ideas;
- Understand the phases of the new business planning process;
- Identify and analyze incentive systems and forms of business financing.

### 2. PROGRAMME

#### 1- Introduction to entrepreneurship

##### a. Concept of entrepreneurship

##### b. Scope

##### c. Process

#### 2- The entrepreneur

##### a. Concept

##### b. Behavior of the entrepreneur

##### c. Factors that inhibit behavior

##### d. Entrepreneurial Cycle

##### e. Virtues of the entrepreneur

#### 3. Opportunities and ideas: create, shape, recognize and capture

##### a. Opportunities and Ideas

##### b. Sources of new ideas

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*c. Trends that generate opportunities*

*d. Methods of generating new ideas*

*e. Evaluation of the idea*

*f. Protection of ideas*

*4- The environment and industry*

*a. The mission*

*b. View*

*c. The analysis of the surrounding macro and micro surroundings*

*d. The SWOT analysis*

*e. The definition of generic business strategies*

*5- Marketing Plan*

*6- Study of the Financial Economic Feasibility of new companies*

*7- Legal forms of new companies*

*8- Incentives and financing of new companies*

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

*Consistency is evident in the fact that there is consistency between objectives and content. Like this:*

- The first point of the objectives - define and understand the concepts of innovation and entrepreneurship, and their interconnection with the hotel sector - corresponds to the first two points of programmatic contents - Introduction to entrepreneurship and the entrepreneur.*
- The second point of the objectives- Analyze and evaluate opportunities and business ideas - corresponds to the third point of the programmatic contents.*
- The third point - Understanding the phases of the process of planning a new business - corresponds to the fourth, fifth and sixth points of the programmatic contents - Environment and industry, plan and legal forms of new companies.*

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- *The fourth and last objective- Identify and analyze incentive systems and ways of financing companies - corresponds to the seventh point of the programmatic contents - Incentives and financing of new companies.*

#### 4. MAIN BIBLIOGRAPHY

##### *Compulsory*

- *Carvalho, Luísa M. C e Costa, Teresa G. (2015); “Empreendedorismo – Uma Visão Global e Integradora”, Edições Sílabo, Lisboa;*
- *Ferreira, M. P.; Santos, J. C e Serra, F. R (2010); “Ser Empreendedor – Pensar, Criar e Moldar a Nova Empresa”, Edições Sílabo, 2ª edição, Lisboa;*
- *Gaspar, F. (2010); “O processo e a Criação de Empresas de Sucesso”, 2ª edição, Edições Sílabo, Lisboa;*
- *Duarte, C. e Esperança, J. P. (2014); “Empreendedorismo e Planeamento Financeiro”; 2ª edição, Edições Sílabo, Lisboa.*
- *Sarkar, Soumodip, (2014); “Empreendedorismo e Inovação”, Escolar Editora*
- *Silva, Eduardo e Monteiro, Fátima (2014); “Empreendedorismo e Plano de Negócios”, 2ª edição; Edições Vida Económica, Lisboa;*

##### *Recommended*

- *Shepherd D.; Peters, M.; Hisrich, R. (2014); “Empreendedorismo”; Editora McGraw-Hill, 9ª Edição;*
- *Vários autores (2011); “Portugal Primeiro – Empreendedores precisam-se”, Edições Sílabo, Lisboa.*

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

##### *Continuous assessment*

*Continuous assessment will consist of a written test that will determine 50% of the student's final classification. The remaining 50% will be allocated to the completion of five works. Furthermore, in relation to the weighting of the respective works in the final grade of the students, this will be 10% for each of the works.*

*It is also an essential condition for carrying out this type of assessment that the student has participated and attended at least 75% of the classes. Excluded from this assumption are students with the status of working student.*

*These students will have to obtain in the written test a minimum classification of 8 values. In order to pass the UC, the student must obtain a final grade equal to or greater than 10, taking into account the weights assigned to each assessment item (written tests and participation and presence in classes) and the established criteria, namely grade minimum on the written test.*

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*Date of the written test: January .3 2024.*

*Final Assessment*

*The final assessment will consist of a written test that will determine the student's final classification, to be carried out at the time of examination of the mentioned curricular unit.*

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

*The central methodology to be applied is the need to introduce students to the theoretical and practical dimensions of the issues to be addressed, always instilling a global and coherent view of knowledge about contemporary social problems, encouraging individual intervention and initiative, as well as collective reflection. Assessment is an essential and integral element of the teaching-learning process, considered as an integral, systematic, gradual and continuous process, in order to provide feedback regulating the activity of the students and the teacher. We understand the continuous evaluation of the curricular unit Entrepreneurship and Innovation as a dynamic and permanent process, which is not only carried out at the end of the semester, highlighting its formative dimension (active participation of students through doubts, comments, suggestions, criticisms, others, revealing their interest and ability with respect to the content addressed).*

*Through the exposition of the contents of the curricular unit carried out by the teacher, the results of the research and analysis in various sources and the respective individual and collective reflection on them during the course of the sessions (contact hours), the students acquire and develop the integration, critical analysis and mobilization of the set of information and knowledge available for the understanding and resolution of problems inherent to the project. They also improve their communication skills (reading, writing, speaking and listening), interrogative and argumentative, indispensable to active people and citizens.*

## **7. ATTENDANCE**

*According to what was mentioned in the assessment methodologies.*

## **8. CONTACTS AND OFFICE HOURS**

*Adriano Costa*

*e-mail: a.costa@ipg.pt*

*Office: 6229*

*Time table of attendance: affixed to the office door*

## **9. OTHERS**

*Nothing to say*

## **DATE**

**3 de outubro de 2023**

## **SIGNATURES**

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

Professor

(signature)

Area/Group Coordinator

(signature)

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)