

Course	Tourism and Leisure		Academic year	2020/2021	
Subject	Entrepreneurship and Innovation Applied to Tourism		ECTS	5	
Type of course	Compulsory				
Year	3º	Semester	1st sem	Student Workload:	
Professor(s)			Total	135	Contact 60
Unit Coordinator	Adriano Costa				

Planned

1. LEARNING OBJECTIVES

- Define and understand the concepts of entrepreneurship and innovation, and its interconnection with the tourism;
- 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
- 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.
- 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 evaluation

Continuous assessment will consist of a written test that will determine 50% of the student's final grade. The remaining 50% will be allocated to four homework assignments (40%) and 10% to class attendance. Furthermore, in relation to the weighting of the respective home works in the final grade of the students, this will be 10% for each work.

Students who opt for this type of assessment cannot miss more than four 2-hour classes.

Students who opt for this type of evaluation can only miss four 2-hour courses.

These students will have to obtain a minimum mark of 7.5 points (0-20) in the written test. 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 item of the assessment (written tests and participation in classes) and the established criteria, namely the minimum grade in the written test.

Final Evaluation

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 the examination of the aforementioned 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. SYSTEM OF ATTENDANCE

If you choose the continuous assessment regime, the student will have to sign the attendance sheet in each class, which cannot exceed four absences.

Student workers are not covered by this attendance regime.

8. CONTACTS AND OFFICE HOURS

Adriano Costa | a.costa@ipg.pt | 238 320 800

Attendance: Friday from 9:00 to 12:00.

Date: 01/10/2020

Signature:

Signature:

Unit Coordinator

Professor(s) Name(s)