



Inovação e Empreendedorismo

Lecturer & Coordinator: Helena Vieira

Department: TEC LABS – CENTRO DE INOVAÇÃO

Insertion into Curricular Plan: 2º semester; Optional

Credits/contact hours: 6ECTS; 45 hours TP + 5 hours OT

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Objectives of the Course

The main goals of this course are to incorporate the knowledge and concepts of the principles and methodologies of innovation as well as the fundamental basis of entrepreneurship as a source of economic value for science based enterprises.

Thus, a taboo-breaking approach is initially pursued to discuss relevant topics today such as innovation, intra- and inter-entrepreneurship, self-employment generation and professional and personal technical-scientific and management tools. In parallel, a historical perspective of the evolution of these issues in Portuguese academic environment is also presented. Within this scope, comparison with more developed societies is also used both as a stimulus and a reference for concept consolidation. Learning is done via direct experimentation and K2B projects included in the syllabus are the election tool to achieve the overall objectives of the course.

Teaching Methodology

Learning by doing methodology
Project based self-learning
Case studies
Design Thinking approaches
Soft Skills development
Pitching & communication tools development

Evaluation Methods

There is no exam in this course. Evaluation is made via continuous evaluation (participation, evolution, preparation and soft skills capacity building), involving classroom performance, K2B Project (oral presentations, material produced and Executive Summary delivery); Individual Pitch Performance and Case study debate.



Detailed Content

Week 1: Scope of the curricular unit. K2B TEAMS – learn by doing. Selection of K2B projects and work groups.

Week 2: Taboo breaking class - Employment versus business. Entrepreneurship versus TTC. Economic valorization of technical-scientific knowledge. Industry versus University. Basic concepts and definitions. Management and technical-scientific tools. Soft skills and advantage in today's market.

Week 3: Innovation and the process of new products' development. The process 'from bench to market'. Design Thinking Approaches. Alex Osterwalder and Business Model Canvas – the method. Cliente Vs User Vs influencer.

Week 4: BM CANVAS: Value proposition. Concept of value in exploitation / commercialization of new products. Assessment of the attractiveness of business opportunities. Protection of intellectual property / patents.

Week 5: Case Study: FRESH TEC: Presentation, discussion and conclusion.

Week 6: BM CANVAS: CHANNELS AND RELATIONSHIPS. Market Analysis. Market and market niche. Users and Customers. Competitors. Industry Analysis. SWOT analysis: concept and case studies. Discussion on a SWOT of a current business.

Week 7: EXTERNAL SEMINAR by expert

Week 8: 1ST K2B Presentation

Week 9: Vision and Mission. Action Plan: Objectives - assumptions - milestones. Skills and competencies. Business model. Value chain and segmentation. BM CANVAS: RESOURCES AND NEEDS.

Week 10: BM CANVAS: Financial projections. Risk versus benefits. Sources of capital: 3Fs, business angels, venture capital, banking. Business Plan - final decision. Pitching. The art of "convincing". Techniques for raising capital and customers.

Week 11: 2nd K2B Presentation.

Week 12: The ability to sell a dream: Individual Pitch competition.

Week 13: 3rd K2B PITCH (FINAL).



Bibliography

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