

Code: 1414 Innovation and Entrepreneurship**Degree:** 2nd cycle – Agriculture; Forestry and Natural Resources**Stream:** Agriculture - Agriculture and Animal Production; Agricultural and Environmental Economics and Rural Development; Horticulture; Forestry and Natural Resources - all**Curricular Year:** 1st**Semester Course:** 2nd**Credits:** 6 ECTS**Optional****Language:** Portuguese/English**Responsible:** Luís Manuel Bignolas Mira da Silva**Other lecturer(s):** Carlos José de Almeida Noéme**Web Site:** <http://www.isa.utl.pt/home/node/3790>**1. Contact hours:****Lecture/Practicals 70 Others 14 Total 84****2. Objectives:**

The course is oriented towards the creation and development of technology based projects.

The objective is to:

Develop skills in the areas of innovation and entrepreneurship through the definition and understanding of concepts related to business ideas generation and assessment, new product/services development, intellectual property protection and preparation of business plans;

Understand the relevance of technology transfer to the generation of technology based companies with a strong innovative component;

Analyse and identify possible sources of funding for new business;

Assess business opportunities and identify key steps for the creation of enterprises.

3. Programme:

Module 1 – Innovation, technology and intellectual property protection

Creativity, technology and innovation

Promotion and management of innovation

Innovation scorecards

New product development

Intellectual property protection

Technology transfer and entrepreneurship in the academic environment

Policy and frameworks supporting innovation

Module 2 – Entrepreneurship

Ideas versus opportunities

Entrepreneurship and technology business creation

Financing systems and alternatives

From business plan to business creation

Investment and financing

Growth, value creation e investment returns

Problems and limitations in the business: how to manage failure

Module 3 – New business creation and development I

Business opportunity evaluation

Macro analysis of the market

Micro analysis of the market

Module 4 – New business creation and development II

Macro analysis of the industry

Micro analysis of the industry

Management team

Business final evaluation

4. Bibliography:

Main Bibliography

- Mullins, J.W. (2003) *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan*, Prentice Hall, Great Britain.
- Yin, R.K. (2003) *Case Study Research: Design and Methods*, 3rd Edition, Applied Social Research Methods Series, Vol 5, Sage Publications, Inc., California.
- Drucker, P.F. (1985) *Innovation and Entrepreneurship: Practice and Principles*, Elsevier, UK.
- Tidd, J. *et al* (2005) *Managing Innovation: Integrating Technological, Market and Organizational Change*, 3rd Edition, John Wiley & Sons, Ltd, Great Britain.
- Annacchino, M.A.P.E (2003) *New Product Development: from Initial Idea to Product Management*, Elsevier, USA.
- Cooper, R.J. (2001) *Winning at New Products: Accelerating the Process from Idea to Launch*, 3rd Edition, Perseus Publishing, USA.

Other Bibliography

- Ulrich, K.T. & Eppinger, S.D (2003) *Product Design & Development*, 3rd Edition, McGraw-Hill, USA.

5. Assessment:

The assessment is based on work undertaken individually or in groups. There are two work types:

Modules 1 and 2: practical work of understanding and analysis of case studies or articles;

Modules 3 e 4: structuring a Business Plan.

The final classification of these works (FCW) is obtained as: **$FCW = PW_{12} \times 0.40 + PW_{34} \times 0.60$** .

in which PW_{12} is the arithmetic average of the works of modules 1 and 2 and PW_{34} is the final classification of the works of modules 3 and 4.

6. Estimated Workload:

168	Hours
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7. Last Update:

19/7/2010
