

Course: L025 - Food Quality and Nutrition
Degree: Bachelor
Curriculum Unit: 9080017 - Entrepreneurship
Scientific field: Agronomic Sciences
ECTS^(*): 5
Curriculum year: 2nd
Curriculum semester: 2nd
Frequency Regime: Mandatory
Teacher(s): Vítor João Pereira Domingues Martinho,
Contact hours ^():** T - 30; P - 30
Total work time (hours): 138

(*) - ECTS - European Credit Transfer and Accumulation System

(**) – T- Theoretical; TP- Theoretical/Practical; LP- Lab Practice; S- Seminars; I- Internships; TU - Tutorials; O- Other (Evaluations)

Objectives / Competences

With the knowledge transmitted in this course it is intended that the student knows what the entrepreneurship is, know and be able to apply the techniques and concepts of entrepreneurship in the food business, including those related to the creation and implementation of innovative ideas. It is intended also that the student be able to apply entrepreneurship concepts in the elaboration of food business plans, particularly those related with economic and financial analysis.

After the course the student will be possessed of the following skills:

- Create innovative ideas for the food business;
- Elaborate business plans;
- Analyze business plans.

Syllabus

PART I - INTRODUCTION TO FOOD ENTREPRENEURSHIP

What is entrepreneurship / Entrepreneurship concepts / Evolution of entrepreneurship / Entrepreneurship today / Entrepreneurship and sustainable development

PART II - THE FOOD ENTREPRENEURS

Characteristics of entrepreneurs / Importance of entrepreneurs to society / Tests assessing entrepreneurial capacity

PART III - GENERATION BUSINESS FOOD IDEAS

Innovative business ideas / Group dynamics / Methods of idea generation / From idea to business

PART IV - FOOD BUSINESS PLANS

Collection of information / Support public / Legislation related / Budgeting / Tax Implications

PART V - ECONOMIC AND FINANCIAL ANALYSIS

Interest rates / Financial processes / Criteria analysis viability

Teaching methodologies and evaluation criteria

In the theoretical lectures will be presented by the teacher the fundamental concepts of the phenomena involved in the entrepreneurship in the food unities and in theoretical-practical classes problems will be solved on different topics.

It is privileged to carry out group work and presentation in the respective context of the classroom before other colleagues.

New technologies are used in the classroom, using powerpoints and presentation with data show, and contact with students is privileged by use of "e-learning" through Moodle.

Evaluation:

It is planned a continuous assessment during the semester, which includes components: 1. Preparation of a work in groups and 2. Individual Assessment: class participation, expression of interest and monitoring.

Furthermore, the student will do a final exam.

Short bibliography

Lindon, Denis e outros (2008). Mercator Teoria e Prática do Marketing. Publicações D. Quixote, 11ª edição, Lisboa.

Ferreira, Manuel e outros (2008). Ser Empreendedor Pensar, Criar e Moldar a Nova Empresa. Edições Sílabo, Lisboa

Sarkar, Soumodip (2010). Empreendedorismo e Inovação. Escolar Editora, Lisboa.

SEDES (2007). Guia do Empreendedorismo. SEDES, Lisboa.