



UNIVERSIDADE LUSÍADA
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Course Unit Program
Business Plan and Entrepreneurial Simulation

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Business Plan and Entrepreneurial Simulation (V2134)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Developing skills in the analysis and creation of sustainable tourism businesses. Understanding the market by creating effective strategies through the development of business and marketing plans.

15. Specific Objectives

- Analyze the tourism sector and trends;
- Identify and analyze competition and stakeholders;
- Develop business plans and marketing strategies;
- Build the Business Model Canvas;
- Create financial plans and understand existing sources of financing;
- Understand business models and company formation processes.

16. Skills to be acquired

It is intended that at the end of the course, the student will be able to:

- Analyze the market and trends;
- Develop business and marketing plans;
- Build and understand the Business Model Canvas;
- Plan an Action Plan;
- Understand existing business models and how companies are formed.



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17. Teaching Methodology

In addition to the oral presentation by the teacher, classes will involve active learning strategies, including cooperative learning, brainstorming, debates on the topics studied, case studies, peer feedback, group research, seminars, field trips, and the organization of the event: a company, where all the knowledge will be applied.

18. Course Unit Program



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1. Introduction
 - 1.1. Contextualization of the Tourism Business
 - 1.1.1 Overview of the Tourism Sector
2. Tourist Market Analysis
 - 2.1. Tourist Consumers
 - 2.1.1 Tourist Profile, Target, and Persona
 - 2.1.2 Travel Preferences and Touristic Experiences
 - 2.1.3 Tourism Behaviour Trends
 - 2.2. Competition in the Tourism Sector
 - 2.2.1 Identification and Analysis of Competition in the Tourist Market
 - 2.2.2 Analysis of Competing Destinations
 - 2.2.3 Marketing Strategies and Positioning in the Sector
 - 2.3. Partnerships and Stakeholders in Tourism
 - 2.3.1 Collaboration Strategies in Offering Experiences
 - 2.3.2 Partnership Negotiations and Integration of the Local Community
 - 2.3.3 Tourism Regulations and Legislation
3. Business Plan
 - 3.1. Definition of the Touristic Experience as a Tourist Product
 - 3.1.1 Description and Creation of Experiences
 - 3.1.2 Cultural, Historical, or Natural Value of the Product/Service
 - 3.2. Planning and Organization
 - 3.2.1 Goals and Objectives
 - 3.2.2 Entrepreneur Profile
 - 3.3. Action Plan
 - 3.3.1 Elaboration of the Action Plan
 - 3.3.2 Types of Key Performance Indicators (KPI's)
 - 3.3.3 Corporate Sustainability
 - 3.4. Commercial Strategy
 - 3.4.1 Creation of the Commercial Strategy
 - 3.4.2 Starting Points
4. Marketing Plan
 - 4.1. Elaboration of the Marketing Plan
 - 4.1.1 From the Company Diagnosis to Positioning
 - 4.1.2 Creativity and Strategies in the Tourism Sector
5. S.W.O.T. Analysis
 - 5.1. Construction of Personal and Business S.W.O.T. Analysis
 - 5.1.1 Personal S.W.O.T. Analysis
 - 5.1.2 Business S.W.O.T. Analysis
6. Market Segmentation
 - 6.1. Market Analysis
 - 6.1.1 Competitive Market
 - 6.1.2 Target vs. Persona
7. Business Model Canvas vs. Sustainable Business Model Canvas



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7.1. Understanding and Construction of the Business Model Canvas

7.1.1 Analysis and Understanding

7.1.2 Practical Implementation of the Business Model Canvas

8. Financial Plan

8.1. Funding Sources

8.1.1 Traditional and Alternative Sources

8.1.2 Incentive System

9. Business Models

9.1. Company Establishment

9.1.1 Legal Establishment

9.1.2 Business Ecosystem

9.1.3 Pitch

19. Assessment Methods

1. Two mandatory written tests

2. Attendance, participation, and oral intervention

3. Optional group/individual assignment (all elements are weighted as specified in RGAC, Article 8)

20. Didactic Resources

- Books;
- Scientific papers;
- Worksheets;
- Case studies;
- Internet Resources.

21. Sustainability Objectives

Integrating sustainable practices into business plans, contributing to the following Sustainable Development Goals (SDG's):

SDG 4: Quality Education

SDG 8: Decent Work and Economic Growth

SDG 11: Sustainable Cities and Communities

SDG 13: Climate Action

SDG 17: Partnerships for the Goals

These goals reflect a commitment to sustainable economic growth based on fostering creativity and innovation.

22. Keywords

Tourism

Business

Market Analysis

Strategic Planning

Marketing

Sustainability



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23. Main Bibliography

Author(s): Ferreira, M. et al.
Title: Empreendedorismo - Conceitos e Fundamentos Para a Criação da Nova Empresa
Edition: Year: 2022
Local: Lisboa
Publisher: Edições Silabo

Author(s): Neves, J.C.
Title: Análise e Relato Financeiro: Uma Visão Integrada de Gestão
Edition: Year: 2021
Local: Lisboa
Publisher: Texto Editores

Author(s): Evans, N.
Title: Strategic Management for Tourism, Hospitality and Events
Edition: 2ª Year: 2015
Local: New York
Publisher: Routledge

24. Complementary Bibliography

Author(s): Agência para a Competitividade e Inovação IAPMEI
Title: Guia explicativo de como elaborar um plano de negócios
Edition: Year: 2016
Local: Lisboa
Publisher: IAPMEI

Author(s): Horner, S., & Swarbrooke, J.
Title: International cases in tourism management
Edition: Year: 2004
Local: New York
Publisher: Routledge



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PLANO DE NEGÓCIOS E SIMULAÇÃO EMPRESARIAL': Academic Year 2023/2024
Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	