UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 1 - ENTREPRENEURSHIP AND LEADERSHIP

Academic Year 2025/2026

## 1. Organic Unit

Faculty of Business and Economic Sciences

## 2. Course

Human Resource Management

## 3. Cycle

1st

## 4. Course Unit

Elective 1 - ENTREPRENEURSHIP AND LEADERSHIP (11342)

## 5. Scientific Area

## 6. Curricular Year

3rd

## 7. Type of Curricular Unit / Semester

1st 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. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO

## 12. Assistants

## 13. Teaching Language

Portuguese

## 14. General Objectives

Provide students with the ability to analyse and promote business, define strategies and apply knowledge from other disciplines taught in the course. It is also the objective of the course to reinforce the students' skills in terms of their future performance in project development and team leadership in companies.

## 15. Specific Objectives

Characterization of the state of the art in entrepreneurship and leadership.
Create research skills to encourage the development of solutions by students.
Instill in students the notion of entrepreneurship and its relationship and the profile of its promoters and the success of the businesses promoted.
Establish a bridge between the theoretical aspects taught and their implementation/reflection in the life of companies.

## 16. Skills to be acquired

It is intended that students acquire skills in terms of:
1. Research on the subjects covered in classes in order to acquire theoretical knowledge in the area of entrepreneurship and leadership;
2. Strengthening the systemic and integrated vision of organizations, fostering their interest in topics related to the role of entrepreneurs and their leadership profile in organizations;
3. Application of student knowledge to case studies of real companies.



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## 17. Teaching Methodology

Classes will be held on a "theoretical or practical" basis, with each class coexisting between theoretical aspects and practical examples/case studies. Some personalities with a relevant role in the panorama of topics covered in the program will also be invited.

## 18. Course Unit Program

1. Leadership
   1.1 Concept and main approaches
   1.2 Leadership in family businesses
   1.3. Verbal and body expression as a relevant element of leadership

2. Entrepreneurship
   2.1 Concept and main approaches
   2.2 The perspective and idea
   2.3 The opportunity and the business plan
   2.4 The importance of financing
   2.5 The launch, the cruise phase and the closure of business
   2.6 Forms of Entrepreneurship
   2.7 Innovation and entrepreneurship
   2.8 The negotiation process
   2.9 Negotiation techniques

## 19. Assessment Methods

Student assessment will involve:
Case studies in class and two continuous assessment tests. The relative weight of each assessment element corresponds to that established in the Lusíada University assessment regulations.

## 20. Didactic Resources

Slide projection in data show;
Documentaries;
Supporting texts;
In-person conferences.

## 21. Sustainability Objectives

The objectives of quality education will be pursued, and efforts will be made to contribute to the reduction of inequalities, gender equality, and the improvement of industrial performance, innovation, and infrastructure. The other pillars of sustainability goals will be taken into account. Thus, particular importance will be given to UN SDGs 4, 5, 8, and 9, related to quality education, gender equality, entrepreneurship development, and sustainable organizational innovation.

## 22. Keywords

Entrepreneurship, Leadership, Negotiation, Decision-making.



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## 23. Main Bibliography

| | | | |
|---|---|---|---|
| Author(s): | Hisrich, R. D., Peters, M. P., & Shepherd, D. A. | | |
| Title: | Entrepreneurship | | |
| Edition: | 11ª | Year: | 2024 |
| Local: | USA | | |
| Publisher: | McGraw-Hill Education | | |

| | | | |
|---|---|---|---|
| Author(s): | Northouse, P. | | |
| Title: | Leadership: Theory and Practice | | |
| Edition: | 7ª | Year: | 2016 |
| Local: | | | |
| Publisher: | Sage Publications | | |

| | | | |
|---|---|---|---|
| Author(s): | Shell, R. G. | | |
| Title: | Bargaining for Advantage: Negotiation Strategies for Reasonable People | | |
| Edition: | 2ª | Year: | 2018 |
| Local: | New York | | |
| Publisher: | Penguin Books | | |

## 24. Complementary Bibliography

| | | | |
|---|---|---|---|
| Author(s): | Jim Kouzes, Barry Posner | | |
| Title: | The Leadership Challenge: Activities and Cases | | |
| Edition: | Workbook Editior | Year: | 2019 |
| Local: | | | |
| Publisher: | Elaine Biech | | |

| | | | |
|---|---|---|---|
| Author(s): | HBS Publishing | | |
| Title: | Entrepreneurship Cases and Exercises (HBR Collection) | | |
| Edition: | | Year: | 2023 |
| Local: | USA | | |
| Publisher: | HBR Press | | |



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| Ficha técnica MIP / MIP Datasheet | |
|---|---|
| Título / Title | Course Unit Program 'OPÇÃO 1 - EMPREENDEDORISMO E LIDERANÇA': Academic Year 2025/2026 |
| Autor / Author | Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO |
| 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 |

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