UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 1-ENTREPRENEURSHIP, LEADERSHIP AND NEGOTIATION

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Elective 1-ENTREPRENEURSHIP, LEADERSHIP AND NEGOTIATION (24172)

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

To provide students with the ability to analyse and promote businesses, draw up a strategic plan and apply knowledge from other subjects taught on the course. The subject also aims to strengthen students' skills in terms of their future performance in leading teams in companies.

15. Specific Objectives

Characterising the state of the art in the field of entrepreneurship, leadership and negotiation.
To create research skills in order to encourage students to develop solutions.
To instil in students the notion of entrepreneurship and its relationship to the profile of its promoters and the success of the businesses promoted.
To bridge the gap between the theoretical aspects taught and their realisation/reflection in the life of companies, according to the motivations of the students.

16. Skills to be acquired

The aim is for students to acquire competences in terms of:
1. Research into the subjects covered in class in order to acquire theoretical knowledge in the area of entrepreneurship, leadership and negotiation;
2. Reinforcing a systemic and integrated view of organisations, fostering their interest in topics related to the role of entrepreneurs and their leadership profile in organisations;
3. Applying their knowledge to real-life business cases, encouraging students to develop their knowledge

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17. Teaching Methodology

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

18. Course Unit Program

1. Leadership - concept and main approaches
2. The new leadership theories
3. Leadership profiles and styles
4. Leadership in family businesses
5. Body expression as a relevant element of leadership
6. Negotiation - concept and main approaches
7. The negotiation process
8. Negotiation techniques
9. Entrepreneurship - concept and main approaches
10. The perspective and the idea
11. The opportunity and the business plan
12. The importance of financing
13. The launch, the cruise phase and closing the business

19. Assessment Methods

Students will be assessed in three stages;
Realization and delivery of a business plan and two continuous assessment tests.
The relative weight in the assessment will be as established in the knowledge assessment regulations.

20. Didactic Resources

Slides, documentaries, and realisation of a business plan.
Support texts and classroom lectures.

21. Sustainability Objectives

Quality education objectives will be pursued, and efforts will be made to contribute to reducing inequalities, gender equality and improving the performance of industries, innovation and infrastructures. The other pillars of the sustainability goals will be taken into account.

22. Keywords

Entrepreneurship, Leadership, Negotiation, Decision-making.

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23. Main Bibliography

Author(s):	Robert D. Hisrich et al		
Title:	Empreendedorismo		
Edition:	9ª	Year:	2014
Local:			
Publisher:	Mc Graw hill		

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):	Bennis, W.		
Title:	A Essência do Líder ? O Grande Clássico da Liderança		
Edition:	1ª	Year:	2010
Local:			
Publisher:	Elsevier		

Author(s):	Eric Ries		
Title:	A startup enxuta		
Edition:		Year:	2019
Local:			
Publisher:	Sextante		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO 1 - EMPREENDEDORISMO, LIDERANÇA E NEGOCIAÇÃO': Academic Year 2024/2025
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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