



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 1-ENTREPRENEURSHIP, LEADERSHIP AND NEGOTIATION

Academic Year 2026/2027

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

In accordance with the regulations on the assessment of knowledge currently in force.

20. Didactic Resources

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

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. Thus, SDGs 4, 5, 8, and 9 will be pursued, related to quality education, gender equality, the development of entrepreneurship, and sustainable organizational innovation.

22. Keywords

Entrepreneurship, Leadership, Negotiation, Decision-making.



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23. Main Bibliography

Author(s): Robert D. Hisrich et al
Title: Entrepreneurship
Edition: 9^a Year: 2023
Local:
Publisher: Mc Graw hill
ISBN Code:

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

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

24. Complementary Bibliography

Author(s): Diversos
Title: Entrepreneurship Cases and Exercises (HBR Collection)
Edition: Year: 2023
Local: USA
Publisher: HBS Publishing
ISBN Code:

Author(s): Kouzes & Posner
Title: The Leadership Challenge: Activities and Cases
Edition: Year: 2019
Local: USA
Publisher: Jossey-Bass Inc Pub
ISBN Code:



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO 1 - EMPREENDEDORISMO, LIDERANÇA E NEGOCIAÇÃO': Academic Year 2026/2027
Autor / Author	Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO
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