UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Business Plan and Entrepreneurial Simulation

Academic Year 2025/2026

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

Develop skills in the analysis and creation of sustainable tourism businesses and understand the market, creating strategies through the development of business plans. This includes providing an understanding of business models and company formation, enabling students to analyze the tourism sector and its trends, examining the market to develop financial plans, understanding sources of financing, and other strategic actions to build viable business models.

15. Specific Objectives

Prepare students with a set of knowledge to analyze the tourism sector and emerging trends, acquiring a set of tools to generate ideas and construct the Business Model Canvas. Additionally, students will be able to develop financial plans, analyze various business models, and understand the processes of company formation. It is expected that students will be capable of analyzing and developing strategic plans, comprehending the dynamics of the market.

16. Skills to be acquired

At the end of the course unit, students will be equipped to analyze the tourism market and its trends, develop and implement strategies, and create business plans. They will be encouraged to construct and use the Business Model Canvas, as well as financial plans, identifying the necessary sources of financing. Additionally, they will be capable of understanding various business models and the processes of company formation, applying principles of sustainability.

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17. Teaching Methodology

A systematic combination of expository and active-interrogative methods will be utilized, integrating theoretical lectures with practical sessions involving the development of projects and real case studies. This approach ensures the practical application of acquired knowledge, promoting an integrated and hands-on learning experience. Additionally, an enterprise event will be organized, allowing for the practical application of the knowledge gained, fostering a dynamic and interactive learning e

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
    2.2.3 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. One written test
2. 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

SDG 4: Quality education: promotes literacy in entrepreneurship and business planning in tourism;
SDG 8: Decent work and economic growth: supports the creation and management of initiatives impacting employment;
SDG 11: Sustainable cities and communities: values heritage and engages the local community;
SDG 13: Climate action: encourages sustainable practices and considers environmental impacts;
SDG 17: Partnerships for the goals: fosters collaboration with stakeholders and support ecos

22. Keywords

Tourism
Business
Market Analysis
Strategic Planning
Marketing
Sustainability

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23. Main Bibliography

Author(s): Evans, N.
Title: Strategic Management for Tourism, Hospitality and Events
Edition: 3ª Year: 2024
Local: New York
Publisher: Routledge
ISBN Code:

Author(s): Ferreira, M. et al.
Title: Empreendedorismo - Conceitos e Fundamentos Para a Criação da Nova Empresa
Edition: 1ª Year: 2023
Local: Lisboa
Publisher: Edições Sílabo
ISBN Code:

Author(s): Horner, S., & Swarbrooke, J.
Title: International Cases in Tourism Management
Edition: 2ª Year: 2023
Local: New York
Publisher: Routledge
ISBN Code:

24. Complementary Bibliography

Author(s): Ferreira, M., Reis, N., Santos, J. & Serra, F.
Title: Empreendedorismo ? Conceitos e fundamentos para a criação da nova empresa
Edition: 1ª Year: 2022
Local: Lisboa
Publisher: Edições Sílabo
ISBN Code:

Author(s): Neves, J.
Title: Análise e relato financeiro: Uma visão integrada de gestão
Edition: 1ª Year: 2022
Local: Lisboa
Publisher: Texto Editores

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PLANO DE NEGÓCIOS E SIMULAÇÃO EMPRESARIAL': Academic Year 2025/2026
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

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