



LICENCIATURA EM FISIOTERAPIA

DESCRITOR DA UNIDADE CURRICULAR: EMPREENDEDORISMO, INTERNACIONALIZAÇÃO E INOVAÇÃO EM FISIOTERAPIA

Ciclo de Formação: 1º	Ano: 4º	Semestre: Anual	Área (CNAEF): 726	ECTS: 2,5
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Horas de Trabalho do Estudante								
Horas Totais:	Contacto:							
	Teórico	Teórico/ Prática	Prática Laboratorial	Trabalho de Campo	Seminário	EC/ Estágio	Orientação Tutorial	Outras
70	0	0	0	0	30	0	0	0

Objetivos de aprendizagem (conhecimentos, aptidões e competências a desenvolver pelos estudantes):

1. Compreender a cultura e espírito empreendedor, assim como os conceitos que os influenciam e desenvolvem;
2. Ser capaz de aplicar as metodologias aprendidas em contexto de aula com vista à criação de produtos/serviços inovadores;
3. Conhecer as tendências mais atuais, que influenciam as necessidades do consumidor e o processo de desenho e criação de produtos ou serviços, que resolvam esse problema ou necessidade;
4. Saber utilizar frameworks que suportem o desenvolvimento e apresentação de uma ideia de negócio, tais como: SWOT e TOWS, 5 Forças de Porter, PESTEL, VRIO, Curva de Valor, Value Proposition Canvas, Business Model Canvas ou o Consumer Trend Canvas;
5. Saber aplicar as diferentes variáveis do marketing mix (8Ps) ao desenvolvimento de um produto ou serviço;
6. Saber desenhar a estratégia de negócio a curto e longo prazo, sustentando-a com métricas de desempenho e monitorização de performance;
7. Adquirir noções básicas de análise de indicadores financeiros relevantes a ter em conta na construção e gestão de um negócio;
8. Demonstrar capacidade de realizar um projeto de empreendedor e respetivo plano de negócios;
9. Sensibilizar para a transição escola - vida ativa e para a possibilidade de construção do próprio emprego;
10. Conhecer conceitos de desenvolvimento pessoal, hard skills e soft skills;
11. Saber construir um plano de desenvolvimento pessoal, boas práticas de criação do curriculum vitae e marca pessoal.
12. Sensibilizar para a possibilidade de internacionalização, apresentando casos de sucesso.

Objectives (knowledge, skills and competences to be developed by the students):

1. To understand the entrepreneurship culture and the concepts that influence it and contribute to its development;
2. To be able to apply class learned methodologies in order to create innovative services and products;
3. Know the more recent and actual trends that influence the consumers' needs and the process of designing services or products that address this need;
4. Know how to apply the different marketing mix variables (8Ps) to the development of a product or service;
5. To use frameworks that sustain the development and presentation of a business idea, such as the SWOT e TOWS, 5 Forças de Porter, PESTEL, VRIO, Curva de Valor, Value Proposition Canvas, Business Model Canvas ou o Consumer Trend Canvas;



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6. Know how to design a business strategy in the short and long term, sustaining it with performance metrics;
7. To acquire basic notions of financial indicators analysis, relevant to the creation and management of a business;
8. Demonstrate the ability of building an entrepreneurship project and respective business plan;
9. Create awareness amongst the students for the school-active life transition and the possibility of creating their own job;
10. Know concepts of personal development, hard skills and soft skills;
11. Know how to build a personal development plan, good practices for the creation of the curriculum vitae and personal brand.
12. Create awareness amongst the students for the job internationalization possibility, presenting cases of success.

Conteúdos programáticos:

1. To understand the entrepreneurship culture and the concepts that influence it and contribute to its development;
2. To be able to apply class learned methodologies in order to create innovative services and products;
3. Know the more recent and actual trends that influence the consumers' needs and the process of designing services or products that address this need;
4. Know how to apply the different marketing mix variables (8Ps) to the development of a product or service;
5. To use frameworks that sustain the development and presentation of a business idea, such as the SWOT e TOWS, 5 Forças de Porter, PESTEL, VRIO, Curva de Valor, Value Proposition Canvas, Business Model Canvas ou o Consumer Trend Canvas;
6. Know how to design a business strategy in the short and long term, sustaining it with performance metrics;
7. To acquire basic notions of financial indicators analysis, relevant to the creation and management of a business;
8. Demonstrate the ability of building an entrepreneurship project and respective business plan;
9. Create awareness amongst the students for the school-active life transition and the possibility of creating their own job;
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Descriptive syllabus:

- A. Introductory and conceptual aspects of entrepreneurship and the entrepreneur's attitude
- B. The identification of a trend and market/consumers need (jobs to be done concept) and models do structure and address this trend or need
- C. The marketing mix and marketing concepts applied to the development of a product or service
- D. Models of development, structure and presentation of a business idea (design thinking, business model canvas, consumer trend canvas)
- E. Definition of the business strategy and models for its implementation and development
- F. Strategy, vision, mission and objectives of an organizational structure
- G. Internal and external analysis of the competences and opportunities of an organization of business (VRIO, SWOT, PESTEL, Porter 5 forces)



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- H. Basic notions of financial indicators analysis and control management (KPI's)
- I. Concept and structure of a business plan
- J. Developing and presenting a product or service
- K. Skills analysis, creation of personal development plan and creation of the curriculum vitae.
- L. Shared experiences of entrepreneurship and internationalization

Bibliografia principal/Principal Bibliography:

Segundo a norma americana APA – American Psychological Association (<http://www.apastyle.org>)

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Godin, S. (1999). *Permission Marketing: Turning Strangers into Friends and Friends into Customers*. Simon & Schuster.

Hoffman, K.D. & Bateson, J.E.G. (2010). *Services Marketing: Concepts, Strategies, & Cases* (4th edition). South-Western College Pub.

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Pigneur, Y. & Osterwalder, A. (2016). *Criar Modelos de Negócio* (7^a edição). Alfragide: Dom Quixote.

Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Currency.

Stolowy, H. & Ding, Y. (2017). *Financial Accounting and Reporting: A Global perspective* (5th edition). Cengage Learning EMEA.

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