



LESSON PLAN - 2ND Semester 2024

Subject: Principles of Entrepreneurship (Code ENUN51120)		
Professor: Dr. Aline Sacchi Homrich		
Class: 05F		
Syllabus: Changes in the corporate world and the growing importance of entrepreneurship. Skills and attitudes essentials for entrepreneurs. Entrepreneurial mindset. Life and career trajectories of entrepreneurs. Planning new ventures.		
Syllabus: <ol style="list-style-type: none"> 1. Entrepreneurship and the relationship with the VUCA/BANI world 2. Skills for entrepreneurs 3. Entrepreneurial behavior 4. Types of entrepreneurship 5. Change Management and the Challenges of Entrepreneurship 6. Process for entrepreneurship (process model x effectuation / flexible methodology for innovation and entrepreneurship) 		
Objectives: To stimulate students' reflections about the importance of entrepreneurship in the current socio-economic context and from a personal perspective; to identify and discuss the essential competencies for entrepreneurship; to analyze the attitudes, skills and career paths of entrepreneurs in the market; to discuss the process of becoming an entrepreneur. To position themselves and to identify the current types of entrepreneurship and the challenges for entrepreneurship endeavors.		
Methodology of the discipline: Lectures based on active teaching methodology (inverted classroom), presentation of examples/cases and videos related to the subject, and exercises in class and out of class.		
Assessment Method and System: (consider at least two assessment instruments in the midterms)		
	1st Evaluation	2nd Assessment
Type of instrument: (Test, assignment, case study) others)	Seminar I and individual and group work	Seminar II and individual and group work
Objective: (what the evaluation is intended to achieve)	Instigating and evaluating students' critical and argumentative analysis of the content taught.	Instigating and evaluating students' critical and argumentative analysis of the content taught.
Percentage of content:	100% (bimester)	100% (bimester)
Weight:	Written Assessment:40% Seminar: 30% Individual and group work: 30%	Written Assessment:40% Seminar: 70% Individual and group work: 30%
Consultation of materials:	Without consultation.	Without consultation.
In-Person Assessments Date of Assessment:	Seminar: 03/10 Individual and group work: throughout the lessons Written assessment 1- concepts, terminology and types of entrepreneurship: 09/10	Seminar:21/11 Individual and group work: throughout the lessons Written Assessment 2 (all subject content): 28/11



Basic Bibliography:

BARON, Robert; SHANE, Scott A. Entrepreneurship: a process view. São Paulo: Thomson Learning, 2015.

BENVENUTI, Maurício. Relentless: how garage entrepreneurs swallow traditional corporations and create transformative opportunities. São Paulo: Ed. Gente, 2016.

COHEN, David. Culture of excellence. São Paulo: Ed. Primeira Pessoa, 2017.

DEGEN, Ronald Jean. The Entrepreneur: Entrepreneurship as a Career Option. Pearson, 2009

DOLABELA, Fernando. Luisa's secret. São Paulo: Sextante, 2008

HAUBENTHAL, Wagner Roberto and FÜHR, Regina Candida. Impacts of technology in the fourth industrial revolution. IV National Congress of Education - Conedu, 2017

MEIRA, S. New innovative businesses with entrepreneurial growth in Brazil. Rio de Janeiro: Casa da Palavra, 2013.

Complementary Bibliography:

BESSANT, J.; TIDD, J. Innovation and entrepreneurship. Porto Alegre: Bookman, 2009.

GHOBRIL, Alexandre N. Opportunities, models and business plans. São Paulo: Mackenzie Publishing House, 2017.

OSTERWALDER, Alexander; PIGNEUR, Yves; CLARK, T. J. Business Model Generation: innovation in business models: a handbook for visionaries, innovators and revolutionaries. Rio de Janeiro: Alta Books, 2015.

PAZMINO, Ana Verônica. How to create: 40 methods for product design. São Paulo: Blucher, 2015.

Additional Bibliography:

- Magazines: Exame PME / Época Negócios / HSM Management / Pequenas Empresas e Grandes Negócios
- Web portals: www.sebrae.com.br / www.endeavor.org.br