

Em Inglês:

Curricular Unit: **Entrepreneurship in Sports**

Objectives:

- To characterize the concept of entrepreneurship and the polysemy that characterizes it, as well as the factors that influence it in sports;
- To analyze the relationship between entrepreneurship and innovation in sport, as well as the different types of innovation (process, product, marketing and organizational);
- To characterize the different types of entrepreneurship, with special focus on intra-entrepreneurship and social entrepreneurship;
- To reflect on the importance of entrepreneurship, intra-entrepreneurship and social entrepreneurship for society and for the development of sport;
- To analyze the entrepreneurial activity in Portugal and the structural conditions of entrepreneurship;
- To analyze the international and national panorama of entrepreneurship education;
- To characterize the concept of entrepreneurial skills;
- To develop innovative projects in sport.

Contents:

- The concept of entrepreneurship
- Factors that influence entrepreneurship
- Innovation and entrepreneurship in sport
- Types of entrepreneurship
- The relevance of entrepreneurship, intra-entrepreneurship and social entrepreneurship to society and to sport
- Entrepreneurial activity in Portugal
- Education for entrepreneurship at international and national level
- Entrepreneurial skills

Evaluation:

The continuous assessment system of the curricular unit includes two evaluation elements, namely: 1. Group work: performing a group work, on a theme at the group's choice and later discussion with the teacher (70%); 2. Test (30%).

Bibliography:

- Baron, R. A., & Shane, S. A. (2008). *Entrepreneurship: A Process Perspective* (2nded.). Mason: Thomson Higher Education.
- Drucker, P. (2006). *Innovation and Entrepreneurship*. New York: HarperCollins.
- Mitchelmore, S., & Rowley, J. (2010). Entrepreneurial competencies: a literature review and development agenda. *International Journal of Entrepreneurial Behaviour & Research*, 16(2), 92-111.
- Naia, A. (2014). *Entrepreneurship Education in Sport Sciences: A new curricula for new demands?* Germany: LAP Lambert Academic Publishing. ISBN: 978-3-659-52321-2.
- Spencer, L. & Spencer, S. (1993). *Competence at Work: A Model for Superior Performance*. New York: Wiley.