

ACADEMIC YEAR – 2015/16

1ST SEMESTER

CURRICULAR UNIT: ENTREPRENEURIAL BEHAVIOR AND CHARACTERISTICS

Syllabus

Module 0 - Introduction

01 - Curricular unit presentation

02 Entrepreneurship since 18th century till today

Module 1 - Entrepreneurial Behavior and Personality

1.1 What is an Entrepreneur?

1.2 What makes someone an Entrepreneur?

1.3 Personality and Behavior - concepts

1.4 Process of Self-knowledge and Personal Development to develop or adjust into an entrepreneurial behavior

1.5 Locus Control and Motivation

Module 2 - The Decision Making Process

2.1 The environmental influence - "Steve Jobs Biography"

2.2 Importance of Planning

2.3 Pro-activity and Reactivity

2.4 Time Management - "New Rich Syndrome"

Module 3 - Skills and Competences of Entrepreneurs

3.1 Do Entrepreneurs born as Entrepreneurs or do they learn it?

3.2 Identification of Entrepreneurs' main skills and competences

3.3 The power of WHY

3.4 Selective Ignorance

3.5 The limits of Entrepreneurial Behavior - A cognitive approach

Module 4 - Intrapreneurship and Entrepreneurship

4.1 Concept and characteristics

4.2 Identification of the differences between Intra and Entrepreneurship

4.3 The role of the Intrapreneurism in the Modern Economy

4.4 Implementation of Intrapreneurial Culture in industrial or services enterprises