

Managing Start-Ups

Academic Year: (2019 / 2020)

Review date: 08-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: PALOMERAS VILCHES, NEUS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Entrepreneurship

OBJECTIVES

Understand the challenges of value appropriation by entrepreneurs
 Understand the potential benefits and the challenges of the management of intellectual property by entrepreneurs
 Analyze the dilemmas that founders face in their decisions regarding the founding team.
 Identify the challenges to obtain financing by entrepreneurs
 Understand the role of venture capital financing
 Apply the valuation method used by venture capital

DESCRIPTION OF CONTENTS: PROGRAMME

1. Value creation vs value appropriation for entrepreneurs
 - 1.1. Intellectual property for entrepreneurs
2. The founding dilemmas: entrepreneurs and their teams
3. Entrepreneurial financing sources
4. Venture Capital and Valuation methods

LEARNING ACTIVITIES AND METHODOLOGY

The class will combine the exposition of theoretical concepts with the pedagogical use of case studies that will serve as illustration of the concepts.
 The students are required to prepare readings and cases in advance and to be actively involved in class discussions
 During the course, the students will develop, in teams, the financial plan of a business idea.

ASSESSMENT SYSTEM

- Case resolution, class participation, team project: 50%
- Final exam: 50%

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

- Bygrave, W. & Zackarakis, A. Entrepreneurship, Wiley, 2010
- Wasserman, N. The founding dilemmas, Princeton University Press, 2012