

## Managing Start-Ups

Academic Year: ( 2020 / 2021 )

Review date: 10-07-2020

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. The entrepreneur's pre-founding dilemmas
2. The entrepreneur's founding team dilemmas
3. The entrepreneur's investor dilemmas
4. Value creation vs value appropriation for entrepreneurs
5. Intellectual property for entrepreneurs
6. Financing sources for entrepreneurs
7. 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%

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

## BASIC BIBLIOGRAPHY

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