

**COURSE DATA****Data Subject**

Code	42811
Name	Management of technology-based companies
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	1 - Innovation	Obligatory

Coordination

Name	Department
ADAME SANCHEZ, CONSOLACION	105 - Business Administration 'Juan José Renau Piqueras'
MARCH CHORDA, ISIDRE	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The objective is to familiarize the student with the modality of innovative and technology-based companies. The characteristics and distinctive features of this business category will be analyzed and debated. Critical factors associated with success and failure in these mostly young and small companies will be discussed.

The most viable business models for companies that place innovation and adaptation to change at the center of their strategy will be presented.



The different types of companies that operate in emerging, knowledge-intensive or advanced technology sectors will be presented.

The student is expected to learn the critical aspects for a proper management of innovative companies, with special reference to the modality of start-up company or technology-based company.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No se requieren conocimientos previos específicos

OUTCOMES

2132 - M.U. en Creación y Gestión de Empresas Innovadoras

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.

LEARNING OUTCOMES

Learn the bases for the proper management of companies with a high innovative content or qualified as Technology-Based firms.

Understand and become aware of the particularities of innovative companies.

Know and understand the main forces operating in the sectors and markets in which technology-based companies operate, and understand how these forces intervene and interact.

Identify the most appropriate business models to meet the objectives and expectations of star-ups companies.



Learn the bases for the proper development and launch of new products by NTBFs and start-ups.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Attendance at events and external activities	15,00	0
Development of group work	5,00	0
Development of individual work	15,00	0
Preparation of practical classes and problem	25,00	0
Resolution of case studies	10,00	0
TOTAL	100,00	

TEACHING METHODOLOGY

The methodology will be eminently practical. Business cases, readings and monitoring of news about innovative companies will be used regularly.

Assignments and practical exercises will be requested and delivered. Some will be developed entirely in the classroom, both individually and as a team.

Entrepreneurs who are founders of innovative and technology-based companies may be invited to explain their experience as founders and managers of this type of company.

EVALUATION

The assessment of the subject will be divided in two sections:

- . Preparation and presentation of assignments and exercises: 90% of the final grade
- . Attendance, active participation in class: 10% of the final grade



REFERENCES

Basic

- March, I. (2011), Start-ups: aprender a gestionarlas, Editorial Netbiblo, La Coruña
- Nesheim, J. (2000), High-tech start-up: the complete handbook for creating successful new high tech companies, The Free Press, New York
- March, I. (2017), Elegidos o atrapados, Universitat de Valencia

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available

Atendiendo instrucciones de la Universitat de València y debido a la pandemia COVID-19, la docencia correspondiente al mes de febrero 2021 se impartirá íntegramente en modalidad online. Más adelante se decidirá si la docencia del mes de marzo 2021 se pasa a modalidad presencial o se mantiene online.