

SUBJECT TEACHING GUIDE

M1699 - Strategic administration and Creation of technology-based companies

Master's Degree in computing engineering

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in computing engineering			Type and Year	Compulsory. Year 1
Faculty	Faculty of Sciences				
Discipline	ADMINISTRATION AND MANAGEMENT				
Course unit title and code	M1699 - Strategic administration and Creation of technology-based companies				
Number of ECTS credits allocated	3	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	ANA MARIA SERRANO BEDIA				
E-mail	ana.serrano@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E214)				
Other lecturers					

3.1 LEARNING OUTCOMES
- Being able to identify and evaluate business opportunities
- Ability to identify protection forms of inventions which constitute the basis of a business project
- Ability to identify public sources of obtaining financial resources for a company
- Ability to define the legal structure and steps for the start-up of a business project
- Knowing how to develop, evaluate, decide and implement strategies in different scenarios
- Understanding the strategy implementation and control of a company

4. OBJECTIVES

Providing students with the knowledge and skills needed to develop a business plan
Providing students with the knowledge and skills needed to start up a business
Providing students with the knowledge to protect innovations that can constitute the basis of a business plan
Providing students with the ability to prepare, manage, evaluate and monitor a complete work to develop an idea into a product or service
Providing students with knowledge about the nature, content and functions of strategic management of a company

6. COURSE ORGANIZATION

CONTENTS	
1	The process of creating a new business: from an idea to an opportunity
2	Business plan
3	Intellectual property rights.
4	Technology-based companies: features, financing, constitution and legalization
5	Innovation strategy: strategic process

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Oral presentations. Group work	Work	No	Yes	10,00
Written group works	Work	No	Yes	40,00
Individual works	Work	No	Yes	40,00
Individual oral expositions	Work	No	Yes	10,00
TOTAL				100,00
Observations				
<p>The subject will be passed by getting at least 5 points in the overall calculation of the proposed activities. There is a single annual evaluation period. If the subject is not passed in the ordinary evaluation activities carried out in the first or the second quarters, an extraordinary evaluation will be available in September. If the maximum number of highest grades ("Matricula de Honor") is reached in the ordinary evaluation period, students following the extraordinary evaluation will not be eligible to this grade.</p>				
Observations for part-time students				
<p>Part-time students can overcome the subject by conducting a written exam (40% of the overall qualification) and the completion and submission of an individual work about any of the topics covered in the course (the remaining 60%). To overcome the subject it is necessary an overall rating of at least 5 points in the set of proposed activities. Alternatively to the opportunity in the ordinary examination, part-time students may chose to do the mid-term exams and continuous assessment activities as full-time students. In this case, the mark obtained in mid-term exams and continuous assessment activities will be maintained for the examination in september (as full-time students).</p>				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

ERIC, R. (2012). El Método de Lean Startup. Deusto Ediciones

GUERRAS-MARTIN, L. A. & NAVAS-LOPEZ, J. E. (2007): La dirección estratégica de la empresa: Teoría y aplicaciones. Civitas. Madrid.

GRAY, D., BROWN, S., MACANUFO, J., & BENÍTEZ, B. (2012). Gamestorming: 83 juegos para innovadores, inconformistas y generadores del cambio. Deusto

HIDALGO NUCHERA, A.; LEÓN SERRANO, G.; PAVÓN MOROTE, J. (2002): La gestión de la innovación y la tecnología en las organizaciones. Pirámide.

Oficina Española de Patentes y Marcas (OEPM). www.oepm.es

OSTELWALDER, A. & PIGNEUR, Y. (2011). Generación de modelos de negocio. Un manual para visionarios, revolucionarios y retadores. Barcelona: Deusto.

ROJAS, J., & BERTRAN, S. (2010): El plan de viabilidad: guía práctica para su elaboración y negociación. Profit Editorial. Barcelona.