COURSE DATA

DATA SUBJECT

Code: 42811
Name: Management of technology-based companies
Cycle: Master's Degree
ECTS Credits: 4
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2132 - Master's Degree in Creating and Managing Innovative Companies	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2132 - Master's Degree in Creating and Managing Innovative Companies	Innovation	COMPULSORY

COORDINATION

MARCH CHORDA ISIDRE

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

Not required

COMPETENCES / LEARNING OUTCOMES

2132 - Master's Degree in Creating and Managing Innovative Companies

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.

DESCRIPTION OF CONTENTS

TOPIC 1. Emerging and advanced technology sectors

-Digital core: e-business, e-commerce, APPs

-Others : health, biotech, robotics ,...

-Emerging : blockchain, big data, industry 4.0

-Artificial intelligence

TOPIC 2. The technology-based company

-Typical characteristics

-Problems and challenges

-Basic aspects of organization

-Basic aspects of management

-Development and launch of products/services

TOPIC 3.Techno-entrepreneur and team

-Capacities and management skills of the founding team

- Management of the human team in technology-based companies

TOPIC 4. Management of the digital company: Lean start -up methodology

-The digital company: Essential skills and special characteristics

-Basics of the Lean start -up methodology

-Management platforms with Lean start -up methodology

-Business models in the digital company

-Indicators of progress in the digital company: metrics, traction, conversion...

TOPIC 5. Support environment for the technology-based company

-Accelerators

-Entrepreneurial ecosystem

-Investment environment: Business angels , venture capital, crowdfunding platforms

-Support programs for EBTs and start -ups

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Total hours	**30,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	15,00
Individual or group project	20,00
Independent study and work	0,00
Preparation of lessons	25,00
Preparation for assessment activities	0,00
Resolution of case studies	10,00
Total hours	**70,00**

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

- 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