

Course Title	New Technology Ventures				
Course Code	MBE5306				
Course Type	Compulsory course				
Level	Graduate level				
Year / Semester	B Semester				
Teacher's Name	Visiting Academic Staff				
ECTS	3	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The course aims at providing students with a solid understanding of the process of developing new technology ventures, focusing on emerging technologies opportunities, market analysis, competition, managing innovative teams, intellectual property rights, legal and regulatory issues, and entrepreneurial finance. Company valuation methods will enable students to adopt an investor's perspective for assessing venture.</p> <p>Through a series of lectures, cases, readings and exercises students develop competencies in launching and growing of technology-based new ventures, with particular emphasis on understanding the implications of current and emerging technologies for decision-making and entrepreneurship, and for identifying key problems and reviewing related information to develop and evaluate options and implement solutions.</p>				
Learning Outcomes	<ul style="list-style-type: none"> ▪ Use appropriately theoretical and analytical tools in critical aspects of business planning and models, financial analysis, competitiveness, innovation, intellectual property strategy, go-to-market-plan, and sales approach. ▪ Identify the strengths and weaknesses of alternative solutions, conclusions or approaches to new-technology-venture business planning problems. ▪ Identify measures or indicators of business performance and the actions needed to improve or correct performance, relative to the goals of the venture. ▪ Determine the value of a technology venture using advanced valuation methods. ▪ Consider the relative costs and benefits of actions to choose the most appropriate. ▪ Work effectively both individually and within a team environment 				
Prerequisites		Required			
Course Content	<p>PART I: DECISION TO BECOME AN ENTREPRENEUR</p> <p>1. Introduction to Entrepreneurship</p> <p>PART II: DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <p>2. Recognizing Opportunities and Generating Ideas</p> <p>3. Feasibility Analysis</p> <p>4. Developing an Effective Business Model</p>				

	<p>5. Industry and Competitor Analysis 6. Writing a Business Plan</p> <p>PART III: MOVING FROM AN IDEA TO AN ENTREPRENEURIAL FIRM</p> <p>7. Preparing the Proper Ethical and Legal Foundation 8. Assessing a New Venture's Financial Strength and Viability 9. Building a New-Venture Team 10. Getting Financing or Funding</p> <p>PART IV: MANAGING AND GROWING AN ENTREPRENEURIAL FIRM</p> <p>11. Unique Marketing Issues 12. The Importance of Intellectual Property 13. Preparing for and Evaluating the Challenges of Growth 14. Strategies for Firm Growth 15. Franchising</p>
Teaching Methodology	Lectures and workshops
Bibliography	Barringer and Ireland (2018) Entrepreneurship: Successfully Launching New Ventures, Global Edition, New York: Pearson
Assessment	Examinations 60% Class Attendance and Participation 10% Assignment 30%
Language	English