



## SUBJECT 7: ENTREPRENEURSHIP 2: SPIN-OFF AND START-UP COMPANIES CREATION

**Code:** 4882/1      **Type:** Mandatory

**Credits:** 6 ECTS      **Language:** English

**Coordination:** Nunzio Cifariello

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**Tutoring schedule:** Fridays, from 11:00 to 13:00h.

Even if this timetable proposal is available, students have to make an appointment with the teacher by e-mail.

## OBJECTIVES

To facilitate knowledge, tools and capacities to have a strategic comprehensive view, and know all the elements needed to create a competitive technology-based company.

## SKILLS

KA13. Understanding the start-up and business acceleration environment in the field of health.

KA14. Understand the legal issues related to the creation of a spin-off/start-up.

SA09. Analyze the scientific and industrial situation at national and international level of the health system and to compare technological advances with the solution offered in relation to clinical and market needs.

SA10. Structure a business plan and a financial plan.

CA13. Design competitive strategies to create or participate in spin-off and start-up companies.

CA14. Present an entrepreneurial project in a clear and effective way.

## CONTENT

1. Value proposition
2. Strategic plan
3. Business plan
4. Financial plan
5. Venture building
6. Legal Aspect of Spin-off and Start-up creation
7. Incubators and accelerators
8. Business Agility
9. Communication

## METODOLOGY

- Master classes
- Classes for the resolution of problems, cases and exercises
- Problem-based learning
- Cooperative learning
- Discussions
- Elaboration and presentation of works
- Reading articles or reports of interest
- Tutorials
- Sharing experiences: testimonies, conferences, round tables, etc.

## AVALUATION

Delivery of a team project	50%
Oral presentation in groups	30%
Case studies and exercises	20%