Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Startups Law and Industrial Law
Code der Lehrveranstaltung	25568
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	GIUR-02/A
Sprache	Englisch
Studiengang	Master in Unternehmensführung und Innovation
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Paolo Giudici, Paolo.Giudici@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/616 Mag.phil.Dr.iur. Christoph Perathoner, Christoph.Perathoner@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/40440
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	8
Vorlesungsstunden	48
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	24
Inhaltsangabe	The Course, in its first part, deals with startup law, in particular with the financing techniques of early-stage startups, the agency conflicts among founder and investors (i.e., business angels and

	venture capital funds). The Course, in its second part, deals with issues relating to industrial law, in particular trademarks, patents, utility models, competition and antitrust law.
Themen der Lehrveranstaltung	Unfair competition, antitrust, copyrights, intellectual property, startups, entrepreneurial finance, banking and financial contracts
Stichwörter	VC-financing, business angels, innovative startups, industrial law (trademarks, patents), competition and antitrust law
Empfohlene Voraussetzungen	Company law (diritto commerciale)
Propädeutische Lehrveranstaltungen	
Unterrichtsform	interactive, class discussions, contract analysis and law analysis, cases.
Anwesenheitspflicht	
Spezifische Bildungsziele und erwartete Lernergebnisse	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires knowledge of the legal forms required for setting up a company and for the legal protection of intellectual property rights. ILO2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.c Ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective; ILO 2.d Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.e Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company.

	ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis; ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche	

Informationen)	
Art der Prüfung	Written exam and class discussion, in order to verify especially the Educational objectives and learning outcomes ILO 1 - ILO 5.
Bewertungskriterien	90% written exam; 10% class participation. Criteria: Assessment of the written exam: clarity of answers, mastery of concepts, ability to summarize, evaluate and establish relationships between topics. Assessment of class participation: ability to research, discuss, summarize, and presentation skills.
Pflichtliteratur	They will be communicated at the start of the lectures or before the next class.
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Industrie, Innovation und Infrastruktur