

# Syllabus

## *Kursbeschreibung*

<b>Titel der Lehrveranstaltung</b>	Startups Law and Industrial Law
<b>Code der Lehrveranstaltung</b>	25568
<b>Zusätzlicher Titel der Lehrveranstaltung</b>	
<b>Wissenschaftlich-disziplinärer Bereich</b>	IUS/04
<b>Sprache</b>	Englisch
<b>Studiengang</b>	Master in Unternehmensführung und Innovation
<b>Andere Studiengänge (gem. Lehrveranstaltung)</b>	
<b>Dozenten/Dozentinnen</b>	Prof. Peter Agstner, Peter.Agstner@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/37274">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/37274</a> Mag.phil.Dr.iur. Christoph Perathoner, Christoph.Perathoner@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/40440">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/40440</a>
<b>Wissensch. Mitarbeiter/Mitarbeiterin</b>	
<b>Semester</b>	Erstes Semester
<b>Studienjahr/e</b>	2
<b>KP</b>	8
<b>Vorlesungsstunden</b>	48
<b>Laboratoriumsstunden</b>	-
<b>Stunden für individuelles Studium</b>	-
<b>Vorgesehene Sprechzeiten</b>	24
<b>Inhaltsangabe</b>	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.
<b>Themen der Lehrveranstaltung</b>	Unfair competition, antitrust, copyrights, intellectual property, startups, entrepreneurial finance, banking and financial contracts
<b>Stichwörter</b>	VC-financing, business angels, innovative startups, industrial law (trademarks, patents), competition and antitrust law
<b>Empfohlene Voraussetzungen</b>	
<b>Propädeutische Lehrveranstaltungen</b>	
<b>Unterrichtsform</b>	interactive, class discussion.
<b>Anwesenheitspflicht</b>	
<b>Spezifische Bildungsziele und erwartete Lernergebnisse</b>	<p>Knowledge and understanding</p> <p>The student acquires advanced knowledge and understanding of the models and instruments of economic-business analysis for the creation of a new company with particular attention to the identification of new market opportunities, the availability and procurement of economic-financial resources and technological and organisational skills for the development of the company</p> <p>The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development</p> <p>I/we acquire advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions.</p> <p>I/we acquire knowledge and understanding of theories and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system</p> <p>I/we acquire knowledge and understanding of the theories and tools of statistical analysis for making market forecasts</p> <p>I/we acquire knowledge of the legal forms required for setting up a company and for the legal protection of intellectual property rights</p> <p>I/we acquire advanced knowledge and understanding of models for new product development and innovation management within enterprises</p> <p>I/we acquire advanced knowledge and understanding of business</p>

	<p>analysis tools and solutions for the development of innovations and organisational knowledge</p> <p>I/we acquire advanced knowledge and understanding of innovation economics models and systems for regional innovation development</p> <p>The student acquires knowledge of quantitative models for the formulation of forecasts necessary to guide management decisions and to predict the life cycle of a product and a sector</p> <p>Ability to apply knowledge and understanding</p> <p>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</p> <p>ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations</p> <p>ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context</p> <p>ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate</p> <p>ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective</p> <p>ability to assess the entrepreneurial potential associated with the development of an innovation by an enterprise (learning area 2)</p> <p>ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise</p> <p>ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the contexts studied</p> <p>ability to select product development models, suitable to appropriately analyse a specific economic-productive context</p> <p>ability to classify, analyse specific innovations and assess their potential</p> <p>ability to select innovation management and organisational knowledge development models, suitable for a specific economic-social-productive context, such as digital transformation, resilience</p>
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	<p>and sustainability</p> <p>ability to select the tools for innovation management and organisational knowledge development, consistent with the models deemed appropriate</p> <p>ability to propose and implement strategic and operational courses of action to foster the development of innovation by a company</p> <p>ability to assess the potential of an innovation within existing enterprises, with respect to the creation of a new enterprise (e.g. intrapreneurship, open innovation, etc.).</p> <p>Autonomy of judgement</p> <p>Acquire the ability to analyse complex entrepreneurial issues, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product.</p> <p>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.</p> <p>Communication skills</p> <p>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. 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.</p> <p>Learning ability</p> <p>Acquire the ability to study independently, to prepare summaries.</p> <p>Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis</p>
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	<p>Acquire the ability to frame a new problem systematically and to generate appropriate taxonomies.</p> <p>Acquire the ability to develop general models from the phenomena studied.</p>
<b>Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)</b>	
<b>Art der Prüfung</b>	Written exam and class discussion
<b>Bewertungskriterien</b>	<p>90% written exam; 10% class participation.</p> <p>Criteria:</p> <p>Assessment of the written exam: clarity of answers, mastery of concepts, ability to summarize, evaluate and establish relationships between topics;</p> <p>Assessment of class participation: ability to research, discuss, summarize, and presentation skills.</p>
<b>Pflichtliteratur</b>	They will be communicated at the start of the lectures or before the next class.
<b>Weiterführende Literatur</b>	
<b>Weitere Informationen</b>	
<b>Ziele für nachhaltige Entwicklung (SDGs)</b>	Industrie, Innovation und Infrastruktur