



## COURSE PRESENTATION FORM – ACADEMIC YEAR 2010/2011

<b>COURSE NAME</b>	<b>Introduction to Management Engineering</b>
<b>COURSE CODE</b>	75007 (BSc 270)
<b>LECTURER</b>	<a href="#">Cinzia Colapinto</a>
<b>TEACHING ASSISTANTS</b>	<a href="#">Andrea Janes</a>
<b>TEACHING LANGUAGE</b>	English
<b>CREDIT POINTS</b>	8
<b>LECTURE HOURS</b>	48
<b>EXERCISE HOURS</b>	24
<b>TIME SPAN</b>	27.09.2010 - 21.01.2011
<b>TIME TABLE</b>	See <a href="#">Timetable Page</a>
<b>OFFICE HOURS LECTURER</b>	During the lecture time, see <a href="#">Reserve Collection</a> , <a href="#">Faculty of CS</a> , <a href="#">POS Building</a> , <a href="#">piazza Domenicani 3</a> , office 2.10
<b>OFFICE HOURS TEACHING ASSISTANT</b>	During the lecture time, TBD, <a href="#">Faculty of CS</a> , <a href="#">POS Building</a> , <a href="#">piazza Domenicani 3</a> , office
<b>PREREQUISITES</b>	None.
<b>OBJECTIVES</b>	<p>This course introduces the fundamentals of management with a focus on 'technology entrepreneurship'.</p> <p>Technology entrepreneurship, whether in a startup or established company, is a spirited approach to business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills.</p>
<b>SYLLABUS</b>	<ul style="list-style-type: none"><li>• Market theory and structures;</li><li>• Processes and competition, The entrepreneurial perspective;</li><li>• Opportunity recognition;</li><li>• Entrepreneurial finance;</li><li>• Managing ventures;</li><li>• Finance and accounting principles;</li><li>• Open source and innovation.</li></ul>
<b>TEACHING FORMAT</b>	This course will use a combination of lectures and case discussions.
<b>ASSESSMENT</b>	Final written exam only [100 % of mark]



#### READING LIST

- Richard Dorf and Thomas Byers, Technology Ventures. From idea to Enterprise, 2008
- Paul Gompers and Josh Lerner, The money of invention : how venture capital creates new wealth – 2001
- Peter Atrill and Eddie McLaney, Accounting and Finance for Non-Specialists, 2008

Notes and articles will be available on the [Reserve Collection](#).

#### SOFTWARE USED

None.

#### LEARNING OUTCOME

This course is designed to help students to understand the entrepreneurial process.

This course provides the students with the knowledge and tools necessary to successfully identify a business opportunity, to start and grow a new technology enterprise.

#### COURSE PAGE

[Reserve Collection](#)