



How to Start your own Company

How to make it happen: From business plan to business success

Professor: Elena Yorda

Course Type: Elective

Credits: 4 ETCS

Term: 3rd Term

Course Description

Aim: To teach students how to plan, start and run a successful start up.

This highly practical course will help students understand how to really start a business. It will focus on the real problems entrepreneurs face, and solutions they have developed to overcome them. The course is about bringing a new business into being and more importantly making it successful.

Objectives

After completing this course, students should know how to:

- Identify key elements for success and failure of a business;
- Align elements to ensure success;
- Manage a company, build a team, motivate key personnel;
- Plan resources to fund the enterprise;
- Negotiate and understand investment offers;
- Present in a convincing way.

Methodology

Through a mix of lectures, business case discussions and simulation games students will learn to deal with the main challenges the start ups are facing.



Students will work in small groups to study, analyse and present in class an assigned business case, which presents a specific business challenge. The team will need to come with a solution and defend it in front of the class. Class participation is an essential part of the learning process and students are expected to engage actively in class discussions.

Evaluation criteria

The course grade will be based on:

- 30% Continuous assessment
- 30% Business case presentation and analysis
- 40% Final exam: Analysing business opportunity

In case students fail the course or wish to improve their grade, a retake opportunity will be available for the final exam. The retake exam will be in the form of a 4-hours session and the maximum grade obtained will be 8 out of 10.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the retake period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism



and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

Bio of Professor

Elena Yorda

Founder and early employee in 6 tech start ups: online banking, e-commerce, telco, fintech, leisuretech, blockchain. Investment Director with deals in High tech, Clean tech, Telecom; in Europe, Latam, and USA. Entrepreneur and lecturer.