

European Management Track at IE Business School, Madrid

Specialisation Title: Entrepreneurship

EMT cohort-specific courses (see below for details)

- EU Funding Instruments for Tech Startups and SMEs (7,5 ECTS)
- Families in Business in the European Union (7,5 ECTS)
- How to Conquer the European Innovation Market (7,5 ECTS)

Further details:

EMT students can choose further courses from the IE Master in Management

Module: EU Funding Instruments for Tech Startups and SMEs

Contents

The European Commission (EC) recognizes that, although Europe leads few scientific fields, it is far behind others in terms of technology commercialization. That is, Europe lacks successful stories of disruptive tech startups. [...]

Therefore, the recently launched Next Generation EU instrument will focus on innovation. Thus, besides the substantial 800 billion euros available funding, the instrument will bring diverse growth opportunities for tech startups and SMEs, in the form of increased competitiveness, strategic collaborations and exposure (e.g., new suppliers, partners, and clients), and co-funded trialling.

Methods and Organization

The course consists of 15 live in person sessions, in the form of lectures and workshops. The lectures introduce the notions and tools, which are practiced during the workshops. Short notes (of 2-3 pages length) motivate the lectures, open the in-class discussion, and recommend recent news and updates of relevant programs

Learning outcomes

- What are the differences between the present public funding programs?
- Besides funding, what other support could organizations get?
- Which programs may fit better my organization’s goals and needs?
- How to get started?
- Where to look for partners?
- How to write a proposal?
- What are the eligible costs? How much funding should be requested?
- How to assess and improve the chances of a proposal (and consortium)?
- All in all, how to prepare a mid-term funding plan for an organization?

Prerequisites

None

ECTS	7,5
Language	English
Form of Assessment	25% Individual in-class participation 25% Individual home assignment 50% Group assignment
Lecturer	Giancarlo Pastor Figueroa
Duration of Module	1 Semester
Range of application	MMM Students
Graded	yes

Module: Family Business and Families in Business

Contents

The Family Business Course is designed for those students who desire to understand the distinct practices of family-controlled companies and the distinct preferences of business families. Scholars and practitioners have generally focused on assisting families in simply passing a business over to the next generation. In doing so, they have overlooked the real imperative behind growth and continuity. The Family in Business course is addressing this gap, positioning at the nexus between entrepreneurship and family business.

Methods and Organization

The course consists of 15 live in person sessions. Students will work on cases and live discussions, individual exercises and presentations.

Learning outcomes

The course will explore family business continuity challenges and best management practices including strategic planning, leadership empowerment, generational transition, family dynamics and communication issues and family governance.

At the end of the course students would:

- Have gained an understanding of the importance & unique aspects of family firms and business families
- Perform in-depth analysis of the main challenges that families in business face
- Master the tools used to help business families to create wealth across generations

Prerequisites

None

ECTS	7,5
Language	English
Form of Assessment	20% Presentation final report 25% Class participation 25% Individual assignment 30% final report
Lecturer	Cristina Cruz Serrano
Duration of Module	1 Semester
Range of application	MMM Students
Graded	yes

Module: How to Conquer the European Innovation Market

Contents

Few entrepreneurs focus on Europe as a potential first market. Either they feel it's too fragmented, or they focus on their local market first.

However, there are many benefits to understanding when, where, and how to attack the EU market. [...] it's becoming increasingly important to understand the regional dynamics and geopolitics of Europe and take advantage of them to survive and thrive during high uncertainty times.

Learning outcomes

- Develop a pan-European perspective of innovation in the region
- Incite and foster a new wave of entrepreneurs that think beyond a single country
- Understand the strengths and weaknesses of each European ecosystem
- Provide tools to improve and expand a European innovation network
- Introduction to all actors of the European ecosystem
- Develop a powerful strategic mind that can be applied to developing new markets

Methods and Organization

- The class will be a mix of theory, group practice and invited (remote) guest.
- Assignment: The class will be split into groups and each one will develop a strategic plan to expand across Europe which will be composed of a final presentation and a small report (15 pages max.).

Prerequisites

None

ECTS	7,5
Language	English
Form of Assessment	25% Individual class participation 25% Strategic plan presentation (Group delivery) 20% Strategic plan presentation (Individual delivery) 30% Strategic plan report
Lecturer	Alex Barrera
Duration of Module	1 Semester
Range of application	MMM Students

Graded	yes
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