



AI2145 Entrepreneurship and Management 7.5 credits

Entreprenörskap och management

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for AI2145 valid from Spring 2019

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Specific prerequisites

- University studies of at least 120 credits (hp) **and**
- documented proficiency in Swedish B and English A or equivalent.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After completion of the course the participants should be able to:

- Do an in-depth analysis of market opportunities for the new venture
- Developing a business model and strategy for the new venture
- Estimating the financial needs of the venture using financial forecasts and models
- Devising a financial strategy for the venture, which could include using innovative financing such as crowdfunding
- Formation of a successful team to head the new venture
- Make an evaluation of product/service and market fit
- Making a professional presentation for a panel of experienced investors

Course contents

Entrepreneurship, Marketing and Leadership. Business concepts, goals and strategies. Economic planning. Venture capital. Development of business plan.

Course literature

A selection of articles and material will be given during the lectures.

Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

Coursework and attendance at 50% of the lectures (PRO1; 7,5hp)

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.

