



ME1039 Industrial Management and Entrepreneurship for Media and ICT 7.5 credits

Industriell Ekonomi och Entreprenörskap inom Media och IKT

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 ME1039 valid from Autumn 2017

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

General entry requirements

Language of instruction

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

Intended learning outcomes

After passing the course, the students should be able to:

- Explain and describe how industrial activities are led and organised.
- Choose, interpret and use economic calculations as a basis for decision-making in different business cases.
- Understand the basic principles of accounting and accounting
- Compile and interpret the annual report of an industrial company at a basic level.
- Compile and analyse financial reports at a basic level.
- Describe the activities of an industrial company from different perspectives and carry out an analysis of its basic strengths and weaknesses based on concepts from the subject of industrial engineering and management.
- Understand economic sustainability
- Analyse and discuss the concept entrepreneurship in media and communication technology and ICT
- Identify business opportunities
- Develop and explain a business concept
- Used creative methods to develop a business concept
- Use basic methods for customer, market and competitor analyses
- Develop a basic business model

Course contents

The course focuses on basic concepts and models to understand and handle economic, organizational and management issues in technology-based and industrial activities, as an engineer. The course furthermore focuses on giving basic knowledge of the entrepreneurial process.

The course contains a module that focuses on calculations (profitability calculations, product costings, investment calculations) and on accounting and the company's financing (accounting, annual reports and financial analysis, funding).

The other part of the course deals with entrepreneurship. To formulate an interesting business idea is not the end on an entrepreneurial process. It is on the contrary only beginning. The idea must, both by means of formal and informal methods be developed to a business concept and an business opportunity. During this part, the are challenged to identify needs, to identify and develop business ideas and to develop business concepts and business opportunities. As support for the work, different methods and tools are presented in a series of lectures. The participants get support in using these tools in a series of seminars, as well as

further in using a blend of theoretical analyses and practice oriented learning methods. This course gives you these basic knowledge.

Course literature

Information about reading list will be communicated reported students before start of the course

Examination

- PRO1 - Project, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Exam, 3.5 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

The students need to complete all compulsory course components to pass the course. The student's grade depends on several factors:

- Individual work
- Group assignments
- Contributions in class and group activities
- Attendance and class participation

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.