



ME2800 Ideation - Creating a Business Idea 7.5 credits

Ideation - Creating a Business Idea

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 ME2800 valid from Autumn 2007

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Students must have a minimum of 120 university points, especially in the areas of technology, business, medicine or biomedicine. Experience with administration/management from a practical or theoretical perspective may be valuable, but is not required.

Language of instruction

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

Intended learning outcomes

The learning outcomes for the course are for the participants to be able to independently:

- Analyze and discuss the context of entrepreneurship
- Identify a business opportunity
- Develop and explain a business idea
- Use creativity-techniques to extend and further a business idea
- Be able to use key skill-sets for early-stage entrepreneurship
- Use basic models for customer, market and competitor analysis
- Develop a basic business model

Course contents

Thinking up an interesting business idea is not the end of the entrepreneurial process, in fact, it is just the beginning. This idea must be developed into a business concept and a business opportunity through both formal and informal techniques.

During the course the students will be challenged to identify areas of need, to find and create business ideas, and to develop business concepts and opportunities. In order to facilitate this, the course will present key skill-sets in a series of lectures, help participants use this in a series of workshops, and further use a mix of theoretical analysis and practice-focused teaching methods.

Course literature

Compendium that will be available through Indek.

Guy Kawasaki (2004) "The Art of the Start : the time-tested, battle-hardened guide for anyone starting anything" New York : Portfolio, cop.

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

Final Project/Paper

Contribution in class/group activities

Written/oral assignments

Students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade. Attendance is required and recommended.

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.