



# ME2802 Execution - Running your own Company 7,5 hp

## Execution - Running your own Company

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Kursplan för ME2802 gäller från och med HT09

**Betygsskala:** A, B, C, D, E, FX, F

**Utbildningsnivå:** Avancerad nivå

**Huvudområde:** Industriell ekonomi

### Lärandemål

The objective of the course is to enable the student to run a business of her/his own. The course is designed to address important issues faced when running a company, focusing on critical processes and in particular processes required in the young firm.

### Kursens huvudsakliga innehåll

The course focuses on supporting the student in her/his decisions and other action in the new business venture. It is assumed that students entering the course have a formulated business idea to be realized, as well as a genuine interest in pursuing this business idea in a company of their own.

The outline of the course is built on experience from active entrepreneurs and follows the typical stages in a new venture, starting with the evaluation and refinement of the existing business idea, moving on to resourcing (venture capital supply, internal resources etc), market and communication plans etc. The course will focus on Strategy (What?) – i.e. markets, offer, business idea, getting-started and setting up a board of directors, People (Who?) – i.e. entrepreneurial team, recruitment and motivation, Operational work (Let's do it!) – i.e. management/culture, sales /marketing, production and negotiation.

Theoretically, the course connects to the opportunity based models of entrepreneurship and business creation, as well as to a contextual approach to the venture creation process (i.e. the idea that the very character of the venture creation process is dependent on the type of business, as for instance in the biotechnology, TIME, finance or environmental technology sectors).

### Structure

This is a 5 credit (7.5 ECTS credit) course. There will be 2 weekly sessions lasting 3 hours each for 7 weeks. Examination will take place in an additional week. Each session will involve a mix of teaching methods, see below.

### Teaching methods

A blend of teaching methods including lectures, guest lectures, case analysis and presentations, project work and group discussions will be used for the course.

### Undervisningspråk

Undervisningspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

## Behörighet

Students must have a minimum of 80 university points (120 ECTS respectively), especially in the areas of technology, economics, medicine or biomedicine. Experience with administration/management from a practical or theoretical perspective may be valuable, but is not required.

In order to be admitted to the course, the students must have a formulated business idea to be realized. It is assumed that students entering the course are in the process of establishing a new venture.

## Litteratur

Preliminary Literature

Launching new ventures, An entrepreneurial approach. Allen, Kathleen; (Houghton, Mifflin 2002). Course Compendium incl. selected readings and articles.

## Examination

- PRO1 - Project, 7,5 hp, betygsskala: A, B, C, D, E, FX, F

## Krav för slutbetyg

Cases and projects

Contribution in class/group activities

Written report on theoretical aspects of the new venture process.

Although there will be no formal exam, students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade. Attendance is compulsory.