



ME2802 Execution - Running your own Company 7,5 hp

Execution - Running your own Company

Kursplan för ME2802 gäller från och med HT10

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 and getting-started. People (Who?) – i.e. entrepreneurial team, recruitment and motivation, Operational work (Let's do it!) – i.e. management/culture, sales/marketing, product/service development.

Theoretically, the course connects to the opportunity based models of entrepreneurship and business creation, as well as to a contextual approach to entrepreneurship (i.e. the idea that the very character of the venture creation process is dependent on the type of industry, country, social and economic situation surrounding the new venture, biotechnology, creative industries, finance or environmental technology sectors).

Structure

This is a 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

The course will mix and match lectures with debates, discussions, and workshops by the students as well as leaders in the field.

Undervisningspråk

Undervisningspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Behörighet

Programme students at KTH must have a minimum of 120 ECTS.

All other students need 180 hp and English A + B, or equivalent.

It is assumed that students entering the course will formulate a business idea to be realized, and have a genuine interest in potentially pursuing this business idea.

Litteratur

Will be announced at the start of the course.

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.