



# 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 Autumn 2019

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

## Language of instruction

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

## Intended learning outcomes

After the course a student should be able to:

- Apply the business model canvas, or similar model, on a business idea. This includes:

- Do a market analysis for the new venture
- Develop a business model and strategy for the new venture
- Estimate the financial needs of the venture, using financial forecasts and models
- Devising a financial strategy for the venture
- Formation of a successful team to head the new venture
- Making a professional presentation for a panel of experienced investors

## Course contents

Entrepreneurship. Market analysis. Marketing. Business idea. Strategy. Startups. Financing and financial planning. Venture capital. Contracts. Negotiation. Business model canvas. Partnership and resources. Organisation and management. Branding and brands.

## Specific prerequisites

University studies of at least 120 credits (ECTS)

## Course literature

Will be decided upon course start.

## 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.

## 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.